

1. INTRODUCTION

1.1 Background of the study

A cartoon is a drawing with a message, then animated cartoon movie consists of many picture of cartoons that play in a sequence with bring message or story. Thus, we will see the picture which starts in action like move or jump, so that we can understand the story or message of their action. Animation has a creative and imaginative tendency. It is capable of carrying animals and objects to life as in fairy tales and children's stories. Nevertheless, animation has long been a genre enjoyed by all ages. As such, there are many sub-genres in animation movies, for example; anime, adult-animation, animated children, animated musical, and animated family. The popularity of animation cartoons is also reinforced by its international appeal. They rely on visual humor and can easily be exposed into all languages. In popularity of animation movies, many production house in Hollywood to produce movies as such.

There are some famous film production studios in Hollywood such as Paramount Pictures Corporation, and Warner Bros. Entertainment Inc., and Universal Studio. In 1919, *Watch Me Move* film is the first animation films in this Hollywood is Wallace Carlson is the animator of this movie and the pioneering animator. The show originally was design and presented in London. It is the first production film of Universal Studio. Universal Studio is an American motion picture studio which is the fourth oldest in the world that is still continuous production. It was founded in 1912 by Carl Laemmle, Mark Dintenfass, and Adam Kessel which the oldest movie studio in the United States of America. It starts distributing Disney movie which is a giant entertainment company with a long successful history. Disney has become famous movie because it has good animation, story and series. "Since 1937 there have been 52 Disney Animated movies that were released in theaters. Ten of these movies are in the Top 100 of

all-time when looking at adjusted for inflation box office lists.” (Retrieved from <http://cogerson.hubpages.com/>) Then, one of the famous movies in Disney is *Pirates of the Caribbean* reach \$1 billion. “Its opening weekend in the U.S. broke records at \$136 million. It also rose to be the fastest motion picture to reach \$1 billion in overall gross worldwide. To date, it is the 10th highest grossing movie of all time worldwide.”(Said, “Top 10 Most Profitable Walt Disney Movie”, 2013, retrieved from: www.therichest.com, Jan 07, 2013).

Then, Paramount Pictures Corporation is the fifth oldest surviving film studio in the world behind Universal studio. It was founded in 1914 who is Adolph Zukor the founder of this studio. It has distributed various successful film series such as, *Shrek (2011)*, *Madagascar (2005)*, and *Kung Fu Panda (2008)*.

Thus, WarnerBross. Entertainment Inc. is an American producer of film, television, and music entertainment. It was founded in 1923 by the four founding of Warner brothers; they are Harry, Albert, Sam, and Jack. It has distributed some successful films like *The Polar Express (2004)*, *Harry Potter (1997-2012)*, and *The Lord of the Rings (2001-2003)*. In the late 1990s, Warner obtained rights to the *Harry Potter* novels, and released feature film adaptations of the first in 2001, the second in 2002, the third in June 2004, the fourth in November 2005, and the fifth on July 11, 2007. “Over the past 12 months there have been more than 10 titles exceeding €100m at the European box office, but *Harry Potter and The Deathly Hallows: Part 1* leads them all with a European cumulative total of €262m.” (Sowden, ”Retranks International Box Office Achievement Award to be presented to Warner Bros’, retrieved from: www.screendaily.com, June 16, 2011). Warner Bros. is responsible for the *Harry Potter* film series, the highest grossing film series of all time, both domestic and international without inflation adjustment and *Batman* film series, one of the only two film series to have two of its films earn more than \$1 billion worldwide. The short description above proves that animated cartoon attracts people interest in animated film.

In the last decade, animated film has become so popular. Some animated films like *Toy Story* (1995), *The Ice Age* (2002), and *Madagascar* (2005) are highly popular and have become box offices. Animation is popular because it is funny. Cartoons are generally made to make people laugh and so are more commercial. Animation as a form of art shows creativity, and describing something not only to entertain, but also to explore social issues. It makes box office headlines around the world, led by Illumination Entertainment's *Despicable Me 2*, which has now crossed the \$800 million mark worldwide. *It* made \$10.9 million from 51 international markets over the weekend. Combined with the film's domestic earnings, *Despicable Me 2* become good animated movie to earn over \$800 million worldwide. This movie has really beat *Monster University* movie which reached \$686.6 million worldwide. It is obviously that *Despicable Me 2* won from *Monster University* movie. (Wolfe, "Box Office Report: 'Despicable Me 2' crosses \$800M Globally", retrieved from: www.awn.com, August 26, 2013). It is clear that it is a good animation movie in this year. This movie is so amazing because it gets many awards. It can be successful because many good people who work in this movie are so awesome and smart. Then, these people get so many awards from it so that is why this movie becomes so successful.

The first person who made this movie became successful is Chris Renau, the director from this movie, American illustrator and filmmaker. He was nominated for an Academy Award for the 2006 animated short *No Time for Nuts*, which featured the character Scrat from the computer animated *Ice Age* films. His most notable work is *Despicable Me* franchise, in which he co-directed *Despicable Me* and *Despicable Me 2*, with Pierre Coffin, the son of a famous Indonesian writer.

Recently, Universal Studios produce a marvelous animated movie in this year that is *Despicable Me*. It is an American animated 3D comedy film which released July 9, 2010 in the United States from Universal Pictures and

Illumination Entertainment. Normally animation movies are targeted for children, so it always presents children character in it, to show that animation movie is specifically addressed to children. That seems like this movie which presents three children characters is suitable for children. It becomes so popular because of these yellow dolls which make this film different and very favorite to people. It puts unique character dolls to attract people that we called Minions which are small with its specific yellow color. That is the icon of this movie. Many people make this icon as a shuttled dolls, games, and picture for their T-shirt. When people see the dolls, they will remember this movie. So, people will know the dolls easily that connected with this movie. A sequel was made from the movie that is *Despicable Me 2*. It seems clearly that this movie is really awesome. *Despicable Me* is about a man who is living with three children that change his behavior to be better than before. *Despicable Me 2* plot focuses on Gru's mission with the minions and also he finally finds a wife and marries her.

This movie also explores about the social issue of Gru. Firstly, Gru does not like to have neighbors. He is always in the house and does not like to go outside. Also, his dog always eats neighbors flower and takes a pee in the neighbor's yard. So, we can see that they are arrogant and naughty. But after they have these children, the attitude has changed. He becomes an open minded person, he likes to talk with anybody and his dog does not eat and take a peek in the neighbor's yard. I think we need to be humble to other people. It is because we cannot live alone. We still need neighbors to help us when we are in urgent situation. Social aspect can also influence our characters, thoughts, and attitudes. We can also learn about social aspect in life through other people.

At the beginning of the story, Gru is an arrogant, ignorant person, and a mysterious criminal. He does not care about anything. He just cares for his plan which is stealing the moon. Also, he does not care about the children who he has adopted. He just takes advantages of these children; they are Margo, Edith, and Agnes. He uses the children to take the machine from his enemy so that he can

steal the moon. However, later in the movie, Gru changes his character and attitude that actually shows in his love toward the children. When Margo says the first good statement to Gru that he is awesome, it is for the first time Gru shows his cute smile. He turns out to be a nice person which is never happened before. This is very different from his cruel and arrogant attitude before. His life apparently transforms into better life and has new purpose in life. In the end of the movie, Gru decides to give his life for these three children. Then, he also shows an amazing characteristics when he helps the children on the plane. Thus, the character change of Gru which is shown in this movie is interesting to be analyzed. Therefore, I am curious to know the development of Gru's character to be a good man, since the presence of the children.

1.2.Statement of the Problem

There are two significant problems that I want to discuss in the analysis. Firstly, I am curious to know the reasons or factors why the character traits of the main character change. Besides that, I am also interested in how his changing character traits effect him and others.

1.3.Purpose of the Study

In this study I want to find out the factors or reasons that make Gru's character traits change. I also want to figure out that his changes have effects on himself and others.

1.4.Significance of the Study

Character trait is always related to social aspects. It plays an important role in our life because it determines how living with other people would be like. People with good character traits may have a smooth relationship with others in his life, but those with bad character traits could have a problem in living with

others. However, character traits are not static. They can change depending on some circumstances.

Despicable Me shows the main character changes, from an arrogant person to a good one. His changing character traits bring good impact to himself as well as to other people. As a result, Gru feels much happier and he is well accepted by others.

Through analyzing *Despicable Me*, I want to show that actually people's character traits are not static. They can change depending on some circumstances. And changing from bad character traits to good ones are beneficial for both the people whose character traits change and others. In the case Gru, the main character in *Despicable Me*, changing from a bad person to good person brings benefits to that person as well as to others.

1.5.Theoretical Framework

I apply the literary approach in this study to do the analysis. Since I use the literary approach, then literary devices would be added to help me do the analysis. There are some literary theories that I used which are Conflict and Characterization theories. Characterization theory is required in this study to identify and analyzed Gru's character habit and its progress and changes. While conflict is needed since this thesis is related with many conflicts, such as the conflict between Gru storming Vector plane, his rival, and to get the children back. These literary theories are very helpful to me in analyzing my thesis. Besides the literary theories, I also use popular personality theory to analyze my thesis in Gru characters after changes.

1.5.1. Theory of Characterization and Conflict

I use two literary theories in my analysis, Character and Conflict, because these two literary theories are connected with my topic so that they will help me

to finish my thesis. Characterization is the method that the author uses for describing and introducing characters. It is literary element and may be employed in dramatic works of art or everyday conversation. Character may be presented by means of descriptions, through their actions, speech, or thoughts. While Conflict is a struggle between two forces, but these forces can be either internal (feelings) or external (physical). Internal conflicts exist when a character struggles with an ethical or emotional challenge. Then, external conflict can also be the conflict that occurs when a human encounters a physical challenge, like when a family is lost in a snowstorm. The internal conflict explain also about a character experiences will usually represent a question about moral behavior within societies and among humankind.

According to Bloom, characterization itself means the method an author uses to present the readers with his or her character. In general there are two methods used by the author to present the people in his / her story, which are explicit characterization or implicit one. In the first method, the author reveals the character through external details such as how she/he looks, thinks, feels, dresses, and moves. On the other hand, implicit characterization is discovered through the assistance of subtle hints, a bit of conversation, an unexplained movement, and so on (Bloom 9-10). It means that unlike the first method which presents the characters clearly and directly, the last method gives more difficulty to the readers because they have to pay attention to the depth of the characters personality.

We can make characters through direct or indirect. For example, indirect characterization is when the author shows you something about the character, like

“As Bobby walked into the room, he had to duck in order
to avoid hitting his head on the door frame.”

Then, about the direct characterization is when the author tells you about the character, like

“Bobby was very tall.”

According Perrine, he explains that in this direct presentation, one can directly know about the qualities of a character. The indirect one should support the direct method, because if not, it will give us not a character but an explanation (Perrine, 1983, p. 66-67).

There are several types of characterization. First type is from Holman in the book, *Handbook to Literature*. He said that methods of characterization are the techniques an author uses to reveal the personality and character of a fictional person. Some various methods can be used in describing a character. According to the book *Handbook to literature*, a character can be described to “dramatic and analytic methods” (Holman, 1996, p. 538). In the dramatic method, known also as the indirect presentation, the author presents the characteristic of the imaginary person through his or her speech and actions, and through what other characters thinks or says about him or her. In this direct presentation, one needs a further judgment and evaluation to interpret and describe what the character is like (Holman, 1996, p. 540). In the analytic method, the characteristic of the character is presented through what the author says or comments about the character, through what the author tells about the character manner and motive, through what the author thinks and through physical description such as the person’s appearance and clothes.

According Holman, “A conflict provides the element of interest, suspense and tension in any forms of fiction, whether it be drama, novel, or a short story.”(Holman, 1986, p. 105).The relationship among different characters will apparently arouse conflicts. In a conflict, there is always a beginning, a development until it reaches a climax and then the end. The climax is usually the most exciting and tense part of the story. In general, a conflict often ends in unhappiness. Then, according Popenoe, he explains that a conflict can serve as a force that integrates people on each side of the conflict, bonding them firmly in a

group. A conflict may also lead to a needed social change, forcing the people to face up to their problem (Popenoe, 1971, p. 30).

According to Harry Shaw, conflicts are divided into four types. Firstly it is called physical or elemental conflict, which is a struggle between man and the physical world. Secondly, it is called social conflict, a struggle between man and man. Thirdly is the internal psychological conflict, which can be seen in the struggle between the desires within a person. Furthermore, the four types of conflict can be categorized into two, the internal and external conflicts. The internal conflict is the character's conflict against him / herself. In other words, the opposing forces are in the mind and heart of a character. The outer conflict is a conflict between the character and the outside forces such as the society, other character, and nature.

Those methods are very important to me in analyzing Gru's changes. Then, I will analyze Gru's by using the character's action and by what the character thinks or says and at other times he directly tells the character traits of the character through other character. Moreover, conflict is very important in a story since it implies the existence of some motivation for the characters to be in opposition or some goal to achieve thereby. By using the theory of conflict I will be able to tell what the director, Coffin, tries to say or express in his film. The conflict can be the cause of his changes. Also, these methods are very important to me in analyzing of Gru's changes.

1.5.2. Theory of Personality Development

Personality theory is the basic theory in analyzing characterization. This theory assumes behavior is determined by relatively stable traits which are fundamental units of one's personality. Traits predispose one to act in a certain way regardless of the situation. This means that traits should remain consistent across situations and over time, but may vary between individuals.

Actually, personality can be changed overtime but many people do not believe it. According Carol S. Dweek in his article that there are two theories about personality can be changed. First theory called Fixed / Entity, believing that their qualities, such as their intelligence, are simply fixed traits. Second theory is Malleable / Incremental theory which believe that their most basic qualities can be developed through their efforts and education.

According to Brent W. Roberts and Daniel Mroezek, that personality can be changed in adulthood. They conclude into fourth section that personality can be changed in adulthood. First, most mean-level personality-trait change occurs between the ages of 20 and 40. Second, personality traits continue to change, even in old age. Third, time has a positive effect on personality-trait change. Fourth, the direction of change is clearly in the positive direction.

Traits theorists propose that personality may be defined by just five board dimensions, derived from a factor analysis of a wide range of traits. There are several personality theories, according McCrae & Costa, in his Journal, they tell about the five factors theory in personality. It is about experience, conscientiousness, extraversion, agreeableness, and neuroticism.

Thus, I also put other theories from other journal that is from William Revelle. In his journal with title Personality Processes, he explains about personality change in a few years ago. The personality change can be organized along three dimensions. They are level of generality between people, levels of analysis, and degree of adaptability of the behavior. For the first dimensions is about how all people are the same, some people are the same, and no people are the same. Then, the second dimension tells about ranging from analyses of the genetic code, through biological mechanisms, learning and developmental processes, and temporary cognitive and emotional structures and processes, to the study of overall life meaning and satisfaction. Last, for third dimension is about adaptability and functioning.

1.6.Organization of the study

The thesis consists of four chapters. The first chapter is the introduction that consists of the background of the study, statement of the problem, purpose of the study, significant of the study, theoretical framework, and organization of the study. The second chapter is about the analysis of Gru's changes. This chapter discusses the factors and causes of his change. Then, the third chapter is to analyze the effect of Gru's change. This chapter would discuss about the effect to others and himself of his changes. The fourth chapter is the conclusion.