

CHAPTER I

INTRODUCTION

1.1 Background of the Study

A Biographical film (sometimes referred to as the ‘biopic’ or ‘biofilm’) is a representation of the life history of an actual person and may be ‘inspired by’ or ‘based on’ the lives of scientists, entertainers, royalty or even the figures of criminal world (Spirou, 2011). Biographical films, commonly referred to subject’s life and aim to depict a factual portrayal of an individual’s life within the framework of cinematic storytelling (Moulin 2016; Gregg 2016). In addition, biographical films cover a wide range of subjects, from scientists and entertainers to criminals, showing how flexible the genre is in telling different life stories. However, a major challenge is balancing real facts with storytelling. Filmmakers must be careful when portraying real people, especially if their lives involve sensitive or controversial topics. These films can shape how the audience sees historical figures, sometimes spreading myths or changing details for dramatic effect. While biopics help preserve history and educate people, they also raise questions about accuracy versus artistic creativity. Since these movies often include dramatized moments, viewers should watch them with a critical mindset, understanding that they mix real events with storytelling techniques.

A film *The Social Network*, directed by David Fincher and written by Aaron Sorkin, is a biographical drama that explores the origins and rise of Facebook. The film focuses on Mark Zuckerberg, a Harvard University student who, along with his friends, creates what would become the world’s most influential social media

platform. The narrative follows Zuckerberg's journey from a socially awkward programmer to a tech billionaire, highlighting the personal and legal conflicts that arise as Facebook grows in popularity and influence. The story is framed by multiple lawsuits filed against Zuckerberg, particularly by his former best friend Eduardo Saverin and the Winklevoss twins, who claim that Zuckerberg stole their idea. The film paints a complex picture of ambition, betrayal, and the pursuit of innovation, all set against the backdrop of the emerging digital age.

The advent of social media has dramatically transformed how individuals interact, perceive themselves, and engage with the world. As a cultural phenomenon, social media platforms like Facebook has become integral to daily life, influencing not only personal relationships but also broader societal norms. The film *The Social Network* (2010) chronicles the creation of Facebook, offering a lens through which to examine these transformations. Social media has redefined social interaction by enabling real-time communication and a global reach, thereby shaping contemporary social structures and cultural practices (Boyd & Ellison, 2007). The shift from face-to-face interactions to digital communication has altered how individuals construct and present their identities. Goffman's (1959) concept of the "presentation of self" is particularly relevant in the context of social media, where users curate their online personas to align with desired self-images, often creating a dissonance between their online and offline identities. This curated presentation, as seen in *The Social Network*, can lead to conflicts between how individuals see themselves and how they are perceived by others, underscoring the psychological tension inherent in digital identity construction.

The Social Network (2010) not only tells the story of how Facebook was created but also shows how social media has changed the way people interact. The film highlights the impact of digital communication, social validation, and personal conflicts, helping us understand how technology shapes identity and relationships. As social media continues to influence the way people connect and express themselves, *The Social Network* remains an important film that reflects these changes. This study looks at the film in this context, focusing on how technology, social connections, and human behavior are linked.

1.2 Research Questions

1. What is the identity constructed through social capital in *The Social Network* (2010)?
2. What is the type of social capital reflected in *The Social Network* (2010)?
3. What is the impact of social capital reflected in Mark Zuckerberg's perception in *The Social Network* (2010)?

1.3 Purpose of the Study

The aims of this study is:

1. To analyze the identity constructed through social capital in *The Social Network* (2010).
2. To analyze the type of social capital reflected in *The Social Network* (2010).
3. To analyze the impact of social capital reflected in Mark Zuckerberg's perception in *The Social Network* (2010).

1.4 Scope of the Study

This research focuses on the extrinsic aspect of the movie *The Social Network* (2010), directed by David Fincher and written by Aaron Sorkin. The analysis explores how social capital plays a significant role in shaping interpersonal relationships through the development of a social media platform. By applying the concept of social capital, the study investigates how networks, reputation, and social connections influence individual behavior and power dynamics within the movie. The study will be guided by Pierre Bourdieu's theory of social capital to examine how access to networks and social impacts relationships and status among the characters.

1.5 Previous Studies

There are several studies that focus on the movie itself and the object topic about technology and social media on the movie *The Social Network* (2010). Here are the examples of the previous studies:

Agung Budi Santoso (2010), *The Origin Of Social Media To The World Communication In Social Network Movie Directed by David Fincher (2010) : A Sociological Approach*. This study explores the sociological effects of social media as shown in the movie *The Social Network*. This study analyzes how social media influences communication and relationships, focusing on how platforms like Facebook, depicted in the film, have changed the way people interact and form connections. By examining the film, the study highlights the dual nature of social media bringing people closer together while also creating a sense of isolation. It

also looks at how social media impacts society, shaping public conversations and cultural norms.

Fika Nurmamlu'atul Khoriah (2015), *An Analysis Of Slang Words Used In The Social Network Movie*. This study analyzed the slang terms used in the movie *The Social Network*, focusing on understanding the processes behind their formation and their functions within the film. The primary data source was the movie script, which allowed for an in-depth examination of how slang is used in dialogue and interactions among characters. To complement this, secondary data sources included a range of books, dictionaries, academic essays, and online resources related to slang and linguistic studies. These additional sources provided context and theoretical insights into the use of informal language. The research utilized a documentary technique for data collection, systematically recording and analyzing instances of slang to determine their significance and impact on the film's narrative and character development. This comprehensive approach was conducted by IAIN Palangkaraya in 2015, aiming to shed light on how slang contributes to the portrayal of social identity and relationships in contemporary cinema.

Ahmad Mudhofir (2015), *Politeness Strategies in The Social Network Movie*. This research analyzed the politeness strategies employed in conversations from the movie *The Social Network*. The primary data source for the study was the transcripts of the movie, which provided detailed examples of dialogue and interactions between characters. The study utilized a descriptive qualitative design to explore how politeness strategies are implemented in various conversational contexts within the film. The researcher conducted a critical analysis based on

Brown and Levinson's theory of politeness strategies, which offers a framework for understanding how individuals navigate social interactions and maintain face in communication. By applying this theoretical perspective, the research aimed to uncover the underlying patterns and functions of politeness in the film, revealing how these strategies contribute to character dynamics and narrative development.

Lina Karlinda (2018), *Social Mobility Reflected in Mark Zuckerberg's Character*. This thesis explored the theme of social mobility as reflected in the character of Mark Zuckerberg in the movie *The Social Network*. The research focused on how Zuckerberg's rise from a Harvard student to a global tech entrepreneur illustrates broader concepts of social mobility. To analyze Zuckerberg's character, the study employed an individual psychological approach, examining the development of his personality and motivations. This approach involved a detailed investigation of Zuckerberg's personal and social experiences depicted in the film, including his ambitions, interactions, and responses to various challenges. By applying psychological theories to understand his character's evolution, the study aimed to shed light on the underlying factors that drive social advancement and the impact of personal traits on achieving success.

Furthermore, this thesis focuses on the dynamics between bonding, bridging, and linking social capital to analyze shifts in power and relationships among the main characters of Mark Zuckerberg, Eduardo Saverin, and Sean Parker. This makes the present study unique in its sociological depth and its emphasis on how identity and power are socially mediated through networks and reputation.

1.6 Research Methods

This study is using two different research methods which consist of collecting and analyzing data from the object of the study. Precisely, there are three categories that the author used, there are: Data and The Source of Data, Method of Data Collection and Method of Approach.

1.6.1 Data and The Source of Data

To collect the primary data, the writer used a non-participant observation by watching the movie *The Social Network* (2010) some of the time and also wrote some key points that the writer discovered. And for collecting the secondary data, the writer used a library research which included the methods of comprehending data that existed from journal, articles, and thesis that related to the primary data. The secondary data for this study was obtained from various sources, including books, journals, thesis, articles, and scientific articles

1.6.2 Method of Data Collection

To implement the Method of Data Collection according to the Data and The Source of Data, the writer involves several steps, including watched *The Social Network* (2010) multiple times to identify key scenes, dialogues, and character interactions relevant to the research focus by implementing through the library research for collecting data from journal, articles, and thesis related to the Social Capital Theory. Hence, by combining these methods through this thesis, the writer can analyze accurately for the output.

1.6.3 Method of Approach

The writer used the sociological approach that examines how social structures, interactions, and institutions influence individuals and society. This

approach allows the writer to explore themes such as identity, social status, power dynamics, and technological influence, which are present in the storyline of the movie. In this study, the sociological approach is utilized to analyze *The Social Network* (2010) by applying Social Capital Theory by Pierre Bourdieu.

1.7 Organization of the Writing

This study will be divided into the following chapters :

CHAPTER 1 INTRODUCTION

This chapter contains seven sub-chapters, which are the background of the study, research question, scope of the study, purpose of the study, previous studies, research method, and organization of the writing.

CHAPTER II INTRINSIC THEORETICAL FRAMEWORKS

This chapter divided into a review of relevant literature frameworks that are utilized to explain the narrative and cinematographic aspects of the movie.

CHAPTER III EXTRINSIC THEORETICAL FRAMEWORKS

This chapter explains more about the extrinsic theory related to the Social Capital Theory related to the definition and the concept before applying to the movie.

CHAPTER IV ANALYSIS

The analysis chapter is the main chapter that includes the movies discussion and findings. The discussion and the findings data will be analyzed by referring to the theories from the previous chapter.

CHAPTER V

CONCLUSION

This chapter include the overall summary of the study content that had been analyzed.

REFERENCES