

**MATERIALISTIC LADY REFLECTED IN JAKE KASDAN'S
BAD TEACHER MOVIE (2011):
AN INDIVIDUAL PSYCHOLOGICAL APPROACH**

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ABSTRACT

In this research, the researcher discusses materialist of Elizabeth Halsey as major character in Bad Teacher movie. Objectives of the research are: to analyze materialistic lady in Bad Teacher movie based on its structural elements and an individual psychological approach. The type of the research is qualitative research. There are two types of the data, namely primary and secondary data. Primary data source come from Bad Teacher movie and secondary data come from books, internet, or any information related to the study. Then, the data are analyzed based on structural elements and an individual psychological approach proposed by Alfred Adler theory. In analyzing the data, the researcher use descriptive analysis. There are three finding of this research. First, based on the structural analysis of each element, it shows that the character and characterization, plot, setting, point of view, theme, mise-en-scene, casting, cinematography, sound, and editing are correlated to each other and form of unity. Second, based on the individual psychological analysis are focus on Elizabeth Halsey as major character reflected in inferiority feeling and compensation, fictional finalism, striving for superiority, social interest, style of life, and creative power of the self. The last, based on the materialist theory are focus on Elizabeth Halsey as major character in Bad Teacher movie.

Keywords: Materialistic, Bad Teacher, Individual Psychological Perspective.

A. Introduction

In the society, people know that everyone has personal character each other. There are many people change their life style to glamour and just needed material. It called materialistic. Materialistic was often identical with woman. But actually not only woman but also all of people can be materialistic person.

From the statement above, the researcher can formulate conclusion that materialistic is the way of life that occur in some people who make the things was very important than ever. It caused of some trauma with someone or disappointed by something and just belief on material for instance money. So, they just belief the material or things like money.

Bad Teacher movie shows the materialistic lady focus on Elizabeth Halsey as major character. It was conclude in the romantic comedy genre. The first time release of *Bad Teacher* wasat June 17th 2011 in United Kingdom, then June 24th 2011 in United States and Canada. It was directed by Jake Kasdan and written by Lee Einsberg and Gene Stupnitsky. The movie used English language was expend budget about \$20million that distributed by Columbia Pictures. It was very entertain to the viewer.

The researcher has four strength reasons to analyze this movie. First, *Bad Teacher* movie has a good message to the viewer. Second, it was investigate meaning of materialistic lady which describe in the *Bad Teacher* movie. Third, the researcher will be a teacher later and this study helps her to widen, enlarge, and insert more knowledge to her competence teacher. The last, it was give contribution the study especially in literary work to know that literary work was never end.

The research on *Bad Teacher* movie has previous study. The first conducted by Sari, 2013 entitled Rationality and Survival of Life of Pi Reflected in Yann Martel's Life of Pi Novel (2001): An Individual Psychological Approach. The research is discuss about the rationality and survival focused on the major character based on the Individual Psychological approach.

The second is Diffability and Hope Reflected in Sean Mcnamara's Soul Surfer Movie (2011): An Individual Psychological Approach (Rahmatin, 2013). The research find the diffability and hope focused on the major character based on the Individual Psychological Approach.

The researcher got the major problem of this research is "How is the materialistic lady reflected in *Bad Teacher* movie (2011)?" that will be answered in objective of the study: 1) To analyze materialistic lady reflected in Jake Kasdan's *Bad Teacher* movie (2011) based on structural elements of movie; 2) To describe materialistic lady reflected in Jake Kasdan's *Bad Teacher* movie (2011) viewed from An Individual Psychological approach. The researcher limit the research focuses on materialistic lady especially in major character Elisabeth Halsey in Jake Kasdan's *Bad Teacher* movie based on An Individual Psychological Perspective. There are two benefit of the research, that is: 1) Theoretical Benefit that will give movie contribution and information to the larger body of knowledge particularly in the literary studies; 2) Practical Benefit to enrich the knowledge and experience of the writer and other students at UMS or other university interested in literary studies.

Individual psychology is a science that attempts to understand the experience and behavior of each person as an organized entity (Adler in Ryckman, 1985: 95). There are six part of the theory of individual psychological approach; **1) Inferiority Feeling and Compensation**, Adler (in Hjelle and Ziegler, 1981: 78) viewed inferiority feeling as the motivational basic for essentially all human striving. It is not surprising that human often receive negative reply when human ask person whether they have a feeling of inferiority; **2) Fictional Finalism**, Adler's (in Hall, 1981: 153-154) ideas on factionalism originated with Hans Vaihinger's book *The Philosophy of "As If"* (1911/1925). He theorized that our ultimate goals (those goals which gives our lives direction and purpose are fictional goal). **3) Striving for Superiority**, Adler acknowledges that the striving for superiority may manifest itself in a thousand different ways, and that is person has his own concrete mode of achieving or trying to achieve perfection (Hall, 1970: 123). **4) Social Interest**, Social interest or social feeling (originally called *Gemeinschaftsgefühl* or "community feeling") is a caring and concern for the welfare of others that continues, throughout life, to guide a person's behavior (Hall, 1985: 148). **5) Style of Life**, According to Adler in (Ryckman, 1985: 98) the life style is originally called "the life plan or guiding image refers to the unique ways in which people pursue their goal". **6) Creative Power of the Self**, Hjelle (1981: 87) stated that each person is empowered with the freedom to create his or her own life style.

According to Burroughs and Rindfleisch (2002: 348) materialism is generally viewed as the value placed on the acquisition of material object. There are two parts of the materialism theory: **1) Materialism as a Value**, materialism is widely viewed as an important life value (Kasser and Ryan in Burroughs and Rindfleisch, 2002: 349). **2) Subjective Well-Being**, according to Burroughs and Rindfleisch (2002: 350) this literature, which now encompasses thousands of studies, commonly views well-being as consisting of three separate but related components: (1) cognitive evaluations of the conditions of one's life (e.g., overall life satisfaction), (2) positive affective states (e.g., happiness), and (3) negative affective states (e.g., depression) (Campbell in Burroughs and Rindfleisch, 2002: 350).

B. Research Method

In this study, the writer applies qualitative research. The object of this study is *Bad Teacher* movie directed by Jake Kasdan. There are two types of the data and the data source. First, the primary data source is the movie of *Bad Teacher* produced by Columbia Picture. Second, the secondary data sources are books or any

information related to the practice of materialistic lady that support an individual psychological approach. Technique of the data collection are watching the movie several times, taking notes of important part both primary and secondary data, selecting particular parts considered important and relevant for analysis, and drawing conclusion and formulate its pedagogical suggestion. Technique of the data analysis are analyzing the data based on its structural elements. Focus will be paid on the structural analysis of the movie and analyzing data based on an individual psychological approach. Focus will be paid on the meaning of the materialistic lady.

C. Discussion

1. Individual Psychological Analysis of *Bad Teacher* Movie

Individual psychology is a science that attempts to understand the experience and behavior of each person as an organized entity (Adler in Ryckman, 1985: 95). There are divided into six parts, namely inferiority feeling and compensation, fictional finalism, striving for superiority, social interest, style of life, and creative power of the self.

a. Inferiority Feeling and Compensation

Adler (in Hjelle and Ziegler, 1981: 78) viewed inferiority feeling as the motivational basic for essentially all human striving. Compensation is a motivation to overcome inferiority, to strive for higher levels of development (Schultz, 1990: 123). Elizabeth inferiority feeling arises when she does not confidence about her breasts. She thinks that majority of man like the big breasts. The first it comes from when her rich boyfriend end their relationship. After that she meets with the handsome and rich person in the school named Scott. Elizabeth is interested in him. But, he shows his ex-girlfriend has big breasts.

Scott Delacorte

I actually just got out of a relationship. Catherine...
its been a year, she's still the wallpaper on my phone (showing the picture)
she has such a big heart

Elizabeth Halsey

Looks like enormous
(Scene 166-168, 00:14:49-00:15:02)

From the conversation above, Elizabeth thinks that a cool and rich man like Scott interested with a big breasts woman. She has strongest reason to breast implant soon. But, she has not enough money. She feels worried if Scott has a girlfriend at the close time. At the running time, Scott interest with Amy that has big breasts. Elizabeth feels disappointed. She wants to breast implant soon.

b. Fictional Finalism

Adler's (in Hall, 1981: 153-154) ideas on factionalism originated with Hans Vaihinger's book *The Philosophy of "As If"* (1911/1925). He theorized that our ultimate goals (those goals which gives our lives direction and purpose are fictional goal). Elizabeth Halsey as major character has many brilliant ideas. She needs money so much for breast implant soon. After the class end, one of her student named Sasha invites Elizabeth to seven grade car wash on Saturday. Sasha tells that last year she gets profit almost \$6.000. After the information, she wants to handle car wash to get many profits. She tells Principal Snur about her desire.

Elizabeth Halsey

I was thinking that I wanna get more involved
You know..I don't know...Something like ...maybe..
supervising the 7th grade car wash.

Principal Snur

Uhh..you know Amy has been running after like.. two years

Elizabeth Halsey

Yea, but she does so much already. It might be nice to give her a little rest

Principal Snur

It's so nice to see you becoming a real member of the JAMS family.

(scene 221-225, 00:19:15-00:19:36)

After the conversation above, Principal Snur changed the supervisor of car wash from Amy Squirrel to Elizabeth Halsey. When the day comes, Elizabeth is wearing beach wear in car wash, so many people try to car wash in JAMS school. She has many profits from that. It is almost \$7.000. She successes increase her deposit for breast implant soon.

c. Striving for Superiority

Adler acknowledges that the striving for superiority may manifest itself in a thousand different ways, and that is person has his own concrete mode of achieving or trying to achieve perfection (Hall, 1970: 123). Elizabeth Halsey as major character in *Bad Teacher* movie shows the striving for superiority. It's when the first day meets with Scoot. He shows the picture of his ex-girlfriend as wallpaper of the phone. She has a big breast and makes Elizabeth Halsey not confidence. After that, she was going to the place that can help her.

Doctor

As you can see the weight is evenly distributed and there is minimal scar...

Nurse

Dr. Vogel, best hands in Chicago

Elizabeth Halsey

May I?

Nurse

Absolutely, take em' for a spin

Elizabeth Halsey

God! Wow! yea..these are amazing

Doctor

Thank you.

Elizabeth Halsey

And the nipples..oh..

Doctor

I know

Elizabeth Halsey

'll take two

(scene 169-174, 00:15:06-00:15:32)

From the conversation above show that Elizabeth Halsey comes to the plastic surgeon. She wants to enlarge her breasts. She thinks after get a breast implant, her confidence increase. But, she has to delay her breast implant because of money. She has not much money. But someday she will do that.

d. Social Interest

Social interest or social feeling (originally called *Gemeinschaftsgefühl* or "community feeling") is a caring and concern for the welfare of others that continues, throughout life, to guide a person's behavior (Hall, 1985: 148). Elizabeth Halsey as major character of *Bad Teacher* movie is a teacher in JAMS school. She is a human that does not care with around. Silent is better for her. But, if there is a kind person, she also gives a kind feedback.

Lynn

Uh sorry..I just wanted to know
if you wanted to grab some lunch

Elizabeth Halsey

I'm kind of in the middle of something, Lynn

Lynn

my treat.

(scene 80-81, 00:08:03-00:08:12)

Finally, she wants to leave her activity. Actually, Elizabeth Halsey was reading a woman magazine. She was looking for the sexy woman with the big breasts. She follows Lynn to restaurant for lunch. After getting some conversation for a while, Elizabeth knows that Lynn is a kind and nice person. She is very humble person. Even, she tells about the plan of her breast implant. So, Elizabeth is a kind person if the comfortable with the others.

e. Style of Life

According to Adler in (Rickman, 1985: 98) the life style is originally called "the life plan or guiding image refers to the unique ways in which people pursue their goal". Elizabeth Halsey has style of life as major character in *Bad Teacher* movie. It happen when she knows that Scott has ex-girlfriend with big breast.

Scott Delacorte

I actually just got out of a relationship.

Catherine

its been a year, she's still the wallpaper on my phone (showing the picture)

she has such a big heart

Elizabeth Halsey

Looks like enormous

(Scene 166-168, 00:14:49-00:15:02)

She is not talkative type. It just makes her so surprised that actually Scott has ex-girlfriend with big breast. She tries survey about the breast implant in surgeon. But, breast implant needs much money. Elizabeth does not have enough money. So, she will come back another day. After that, she will get some money by many ways. Then, she succeed get much money. But, there is a moment that makes Elizabeth Halsey cancels the breast implant. Lastly, she becomes a guidance counselor in JAMS school and finds her love there.

f. Creative Power of the Self

Hjelle (1981: 87) stated that each person is empowered with the freedom to create his or her own life style. Elizabeth Halsey feels so worried when called by principal Snur for the state test. It is because of Amy. She tries to get some information. Amy feels that there is unfair about the result of the state test. Carl Halabi said false statement in the meeting because he feels scary about the naked photos. So, Elizabeth saved from this problem. Even, she said that there is a teacher use drug in JAMS school.

Elizabeth Halsey

And I know I am not perfect.

But show me the perfect teacher. You can't.

There are even teachers in this very school who use drugs.

Amy Squirrel

They do, they do use drugs

Elizabeth Halsey

They do

Amy Squirrel

They do

Elizabeth Halsey

They do

Amy Squirrel

Wally, do you remember how I told you,
there are teachers here who use and abuse drugs?
(scene 960-964, 01:18:07-01:18:30)

After the conversation above, Principal Snur and the superintendent try to check their table by dog. Surprisingly, the dog came to the Amy's room. Police finds some drugs in the table. Actually, Amy replaces Elizabeth's table with hers. But, she is unlucky about that. Before come to the Principal's room. Elizabeth was aware that their table replaced. So, Elizabeth takes a little experience to Amy. Finally, Amy was transferring to another school.

2. Materialist Analysis

Materialist analysis consists of two parts, namely materialism as a value and subjective well-being.

a. Materialism as a Value

Materialism is widely viewed as an important life value (Kasser and Ryan in Burroughs and Rindfleishch, 2002: 349). Elizabeth Halsey decides to leave JAMS school for marriage. She feels no need a job for her life, because her boyfriend is a wealth person. She thinks that her husband will give her much money without work. It makes her so glad and increases the level of her life.

Mark

whether this is always been about the money.

You never loved me.

Elizabeth Halsey

I dont love you?

I have been listening to you

whining about opera for the last year.

Mark

Okay, If the younger generation doesn't get into opera
then guess what? no more opera!

(scene 58-61, 00:05:48-00:06:02)

But, Elizabeth sees another fact when arrive in Mark's house. She just meets many coopers and his mother there. She really surprised about that. Actually, his mother knows that Elizabeth just loves his money. So, she cannot increase her level of life because their marriage was canceling.

b. Subjective Well-Being

According to Burroughs and Rindfleishch (2002: 350) this literature, which now encompasses thousands of studies, commonly views well-being as consisting of three separate but related components: (1) cognitive evaluations of the conditions of one's life (e.g., overall life satisfaction), (2) positive affective states (e.g., happiness), and (3) negative affective states (e.g., depression) (Campbell in Burroughs and Rindfleishch, 2002: 350).

Mark's mother

I want my ring back.

Elizabeth Halsey

What am i supposed to do? Huh?

where am i supposed to go?

(scene 64-65, 00:06:07-00:06:12)

From the conversation above, the researcher knows that Elizabeth feels depressed when she hears that her boyfriend ends their relationship. It

means that facilities from Mark will lose. So, she cannot reach her imagine to married with wealth person. Even, she was leaving from JAMS school as a teacher.

Based on the finding above the research was different with the previous study of this study. All both are different on the subject and the object. First, the research take the Rationality and Survival of the Life in the Life of Pi's novel. The second the research found the Diffability and Hope in Soul and Surfer's movie.

D. Conclusion

First, the interesting point is shown by the message in *Bad Teacher* movie. *Bad Teacher* movie directed by Jake Kasdan has a great message. The viewer would get the message in every literature such as movie, drama, and novel. In *Bad Teacher* movie, "don't judge the book from the cover" is suitable to express the message. It shows on the Elizabeth Halsey as a major character in *Bad Teacher* movie. It means that performance is not shown the personality of the human. Elizabeth Halsey judge every human based on the performance, wealth, and job. It shows when she rejects invitation of RusselGettis. The reason is he was becoming her coworker and he only a gym teacher. At the same time, Elizabeth Halsey expects to get closer with Scott Delacorte. He also her coworker in JAMS school and comes from the wealth family.

Second, *Bad Teacher* movie analyze using an individual psychological approach. There are sixth basic concepts to analyze *Bad Teacher* based on the individual psychological approach. It is suitable analyze by using an individual psychological approach because the story focuses on Elizabeth Halsey as major character. An individual psychological approach related to a materialistic of Elizabeth Halsey in *Bad Teacher* movie. It shows that the major character include as materialist character. She shows how materialist in her life. In the end of story, she knows that performance, wealth, and job are not the most important in her life. Personality is the first one.

Lastly, the researcher completes this study with the theory of materialist. There are two basic concept of materialist theory. It was related with an individual psychological approach. Materialist theory discusses about the value and well-being. It is support an individual psychological approach to analyze of major character in *Bad Teacher* movie. Elizabeth Halsey as materialist character was effort to reach her goal of life.

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