

Students' Perceptions of the Movie Story of Joy Inspiring Entrepreneurs

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Abstract

Movie have an influence in creating audience perceptions and playing attitudes, behaviors, and actions. This study aims to determine student perceptions of the joy film story that inspires entrepreneurship. Qualitative descriptive research approach is used to determine the perception of the film Joy. Selected informants as many as 3 students who can retell the film Joy for students have watched so it is easy to confirm the information. The results of the interview show that Joy's film has a positive perception of the struggle of the entrepreneur character Joy and inspires students to intend to become entrepreneurs.

Keywords:

perception; Joy movie;
entrepreneur



I. Introduction

Movie is a means of entertainment for everyone, as well as in this study, which makes animation movie as the object of study regarding the character education values. (Pikkov, 2010) explained that movie is animation because it is presented in certain forms such as puppet pictures in explaining the illusion of motion. Meanwhile, (Kenny Roy, 2014) explained that the characteristics of the animation movie should not be more than forty minutes because, in the movie, the main focus is in introducing the characteristics. Besides, (Bendazzi, 2018) expressed that the provisions in the animation movie, the language should be summarized naturally and must be continuous with artistic and rhythm, this activity is carried out by artists and craftsmen of small studio groups of their time. Therefore, the opinion about the movie, it can be concluded that animation movie is a movie flavored with editing to attract viewers' visibility. The context is also needed in this study because in analyzing the topic or theme of the conversation must be clear. (Astuti, R. et al. 2019)

Movie is a form of literary work that is quite modern and is in demand by all circles. (Ardianto, 2004) expressed his opinion related to film, according to him the word film comes from cinema and tho or phytos which means light and graphie or graph which means picture, which can be simplified to mean a moving picture. Then (Pratista, 2008) also expressed his opinion regarding the film, according to him in general can be classified into two parts that make up a film that is the narrative and cinematic elements. Narrative is more to the elements of the builder from within such as characters, settings, conflicts, and so forth. While cinematic is more on the elements of external builders that improve the quality of the film to be better such as cinematography, editing, sound, and so forth. (Pujiati, J. et al, 2020)

The movie industry continues to grow in line with the development of communication and information technology and follows consumer tastes. The Grand Café in Paris bears witness to the history of the first time a paid movie was screened for the general public (Bolan et al., 2011; Gosser, 1996; Josiam et al., 2015; Lumière, 1936). The first movie that was made was still in black and white and without audio according to the technology that

existed at that time. Evolution began at that time, from moving images, new discoveries and innovations that followed the trend, making movie developed as the mainstay of mass media to date and enjoyed by the whole world using various media and applications. Movies have many roles in people's lives. The role of propaganda, socialization and entertaining (Musyafak, 2013), able to market tourism effectively (Reijnders et al., 2015; Tanskanen, 2012; Vagionis & Loumioti, 2011), learning tools and provide effective learning experiences in the classroom (Pandey, 2012; Tofur, 2018; Dalton & Logan, 2020)

The awesomeness of the role of the movie is able to play the emotions, attitudes, and behaviors and actions of the audience (Freeland, 2019). When broadcasting the horror genre, the audience will be carried away in fear. The romantic genre will bring feelings of love. Melodrama brings the audience to a sad mood and even tears. Likewise, motivational movies are able to inspire the audience to act to imitate the characters in the movie. In addition, the movie also creates a perception for the audience. The same scene can be interpreted differently by different individuals. Depends on each other's point of view.

Joy's movie is an inspiring story based on a true story. This movie tells the story that since childhood Joy grew up to be a passionate and creative girl. Joy is a widow with two children. Joy lives with other families including her divorced mother and father. Joy's ex-husband is a slacker who still stays in his basement. The problems that were so complicated in his life did not make him give up continuing working. Joy remains enthusiastic and continues to work and become the backbone to provide for her and her family's needs. Joy never complains, even though she often feels tired.

Until one day, Joy cleaned the floor of her house from broken glasses filled with wine with a mop. At the time of squeezing the cloth, Joy's hands unknowingly bleed. Starting from that incident, Joy was inspired to create a mop design that can be squeezed by herself without using her hands physically. Joy borrowed funds from Truedy many times, to produce his own mop. Joy offered the mop for \$22, but it didn't do much. Joy didn't give up until Joy marketed the mop through TV shopping. The marketing did not produce any results, even Joy had to compensate for the 50,000 mops that had been produced. Joy still doesn't give up, until Joy asks for a second chance so that her mop can still be marketed through TV shopping.

In the midst of his success, Joy continues to experience various problems. Joy's mop design was stolen by another company. As a result of this, Joy went bankrupt and her entire family blamed Joy. The bankruptcy also sparked Truedy's anger as an investor in the mop business. Despite the difficult situation, Joy did not give up and still had the courage to fight for her mop design. Joy continues to study the patent for her mop. The result of his courage, Joy got a patent for his mop. In the end, Joy received the return of the stolen mop design and managed to have her handiwork intact. Based on the background presented, this study aims to determine students' perceptions of the story of Joy's movie that inspires entrepreneurship.

II. Research Methods

The approach used in this study is a descriptive qualitative research approach, research procedures that produce descriptive data in the form of oral statements from people who can be observed. (Moleong, 2007). This descriptive qualitative research is able to explore students' perceptions of entrepreneurial inspiration from the movie Joy. The object of research is the Sorong Marine and Fisheries Polytechnic students who have obtained creativity, innovation, and entrepreneurship courses as well as business feasibility studies courses. Collecting data in this study using individual interviews after first watching the movie Joy. There were three informants in this study. The selection of informants is based on students who have finished watching the movie Joy. The selected informants are students

who can retell the movie Joy for three minutes to ensure that the student has watched the movie Joy so that the information is appropriate for digging.

III. Results and Discussion

Joy movies are not just entertainment. However, the movie is able to provide a challenge to the audience to become entrepreneurs. The audience is taken to a complicated situation to become a successful entrepreneur by going through the challenges that exist and taking turns.

Movies always provide information with different meanings translated by the audience. Through the first informant, revealing the information obtained from the movie joy:

“Joy's movie explains the process of the main character to carry out the idea generation stage through his own experiences. The experience of cleaning the mop head with bare hands, which caused injuries from broken bottles, gave an idea to create a mop that does not require the user to touch the mop head when cleaning the mop head.”

The first informant assumes that the idea arises from a problem that must be solved. The difficulty of cleaning the mop led to the idea of creating an innovative mop without using hand power. Ideas arise from the ability to capture and create opportunities from a situation to meet the needs of life(Mardia et al., 2021). Joy's situation inspired her to innovate and turn it into a business opportunity.

Joy's movie inspires audiences to innovate and entrepreneurship. The success story of Joy's character is an encouragement to start a business. The second informant expressed his opinion regarding the inspiration for innovation and entrepreneurship in the movie Joy:

“Joy is a woman who builds a business with hard work and passion. Joy has patents on 100 inventions and has sold millions of dollars in her products.”

The second informant thought that Joy was an entrepreneur and a female innovator who worked hard to build her business. Joy's ability and tenacity to defy gender norms(Dalton & Logan, 2020). Joy inspires women to become entrepreneurs like men.

For most people, gender factors affect success in carrying out entrepreneurial activities, this is due to better entrepreneurial creativity than female entrepreneurs so that male entrepreneurs are more anticipatory to environmental developments. (Sherlywati et al., 2017). However, the character Joy has an advantage. The third informant said that he was amazed by the main character Joy:

“Even though Joy's family is so complicated, Joy struggles and makes peace with her family. Joy is a woman who has a high spirit of entrepreneurship.”

The third informant thought that Joy's character was a woman with a strong character. Independent and independent female character, able to survive in difficult situations and not give up on circumstances.

Family circumstances did not prevent Joy from being able to work and escape the economic difficulties that plagued her. This situation actually became a trigger for Joy to be able to produce innovations.

Movie as a one-way medium certainly carries messages/information from the storyline that is shown. The third informant conveyed the values obtained after watching the Joy movie:

“Being an entrepreneur is not easy, it takes time, effort, and feeling. The entrepreneurial challenge is not to discourage the struggle. Keep working and focus on your dream to become a successful entrepreneur.”

The third informant considers entrepreneurial work to be a job full of challenges. However, challenges are the lubricant for success and enable entrepreneurs to overcome the obstacles that exist in running their business.

Entrepreneurs need struggle to achieve their goals. Joy's movie teaches us about the entrepreneurial struggle of Joy's character. The first informant conveyed the meaning of entrepreneurial struggle after watching the movie Joya:

“I know because starting an entrepreneur requires a strong spirit. The character Joy as told in the movie Joy is the main character who is passionately trying to realize the idea the discovery. A struggle that is not easy because in entrepreneurship there are problems that we must face to achieve success.”

The first informant considers enthusiasm as one of the capitals in striving for success. The spirit will improve the mentality to face the struggle for entrepreneurial success.

Joy's movie depicts the struggle activities associated with the entrepreneurial spirit. Passion must be grown and developed to spur innovation.

Entrepreneurs in developing their business ideas follow processes and stages. The third informant argued that many business idea processes were obtained from the Joy movie related to entrepreneurship:

“Finding an idea through personal experience, describing the idea, making a product out of the idea, then testing it. After that, develop a marketing strategy so that the products can be sold well.”

The third informant assumes that ideas can be obtained based on a problem/event that befell themselves, so that solutions are sought to resolve these problems.

Ideas can be obtained from one's own experience or from the experiences of others. The idea must be re-tested to ensure that the results of the idea can be accepted by the market.

Entrepreneurs need superior character in order to survive in their business. A character who dares to rise when he falls, and rise again when he falls again. The first informant describes the superior character of the characters in the joy movie:

“Joy's cast has complicated family backgrounds and lives. However, Joy did not lose hope. Confident character, high commitment, and unlimited creativity make Joy a superior entrepreneur.”

The first informant thought that a complicated family background was not a barrier to Joy's success. The superior character possessed overpowers family background and whips for continuous innovation to produce many works.

Internal factors from oneself are much stronger than external factors. Internal factors in the form of stress management, creativity, problem solving skills, and the ability to influence others outperform external factors in the form of personal experience, education, and family(Ozaralli & Rivenburgh, 2016).

The informants were asked whether the movie really inspired the informants to become entrepreneurs. The informants' answers are as follows:

First informant:

“After watching the movie Joy, I was inspired after college to open a seafood restaurant.”

Second informant

"I will test my hobby of baking cakes by opening a cake shop business."

Third informant

"I want to build an entrepreneur starting from a small business like the one I'm building now, which is selling goods online, business pulses and electricity tokens."

IV. Conclusion

Movies are not just a medium of entertainment. Movies can provide information for the audience, are effective learning media, as well as create different perceptions between individuals from different perspectives on each scene and setting.

Joy's movie depicts the inspiration of entrepreneurial women. Positive perceptions were obtained from informants on the inspirational story of Joy. The difficulties and problems faced have inspired Joy to create innovations. A tireless spirit enhances creativity and tests creativity to product creation and marketing. Superior character orders joy to become a successful entrepreneur. The movie also inspired the intention of informants to start entrepreneurship.

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