

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Background of the Study**

In the modern era, knowledge is no longer obtained only from libraries. It is also acquired through the Internet and other media, including films. Films provide opportunities to explore different aspects of life, including life lessons, romance, history, and business. Many films show journeys in the business world that can provide insight for entrepreneurs in building and expanding their businesses. One example of the film is "The Founder".

The film "The Founder" is a biographical film released in 2016, which tells the story of Ray Kroc's life and his role in developing McDonald's into a successful global franchise. In this film, the business communication techniques of the main characters, Ray Kroc and Harry J. Sonneborn, are an important focus. The film shows how the main characters used various communication techniques to expand McDonald's franchise network in the business world.

Through this, an understanding can be provided of how the business communication techniques used by the main characters became the key to McDonald's success in building a strong brand and expanding its franchise network worldwide. A detailed analysis of the communication techniques of the main characters in this film can offer valuable insights into how Ray Kroc and Harry J. Sonneborn managed the brand image and how relationships with consumers and business partners were built.

This research is expected to benefit the business world, especially in business communication development. It is hoped that the results of the research will serve as a valuable source of information for business professionals who want to understand effective communication techniques and apply them to their businesses.

It is already known that many business owners, especially startups, have failed to run their businesses. According to Kompas. id, accessed on May 21, 2023, “There is no precise data on how many technology startups in Indonesia fail. However, Fajrin Rasyid, the Digital Business Director of Telkom Indonesia and former Co-Founder of Bukalapak, stated that the failure rate of technology startups in Indonesia and globally is very high, reaching 90 percent.” (Kompas. id 2021).

Based on the above statement, it is clear that understanding effective business communication is crucial for achieving business success. This research is conducted to identify the business communication strategies used by the main characters, Ray Kroc and Harry J. Sonneborn, to build and expand the McDonald’s franchise, using the film "The Founder" as the subject. The film tells the true story of how McDonald’s grew into a major fast-food restaurant.

The reasons for choosing this film as a research object consist of two main factors. First, it aims to understand more deeply what business communication strategies are implemented in the film. The second reason is that this film not only presents an interesting business story but also offers an in-depth view of how McDonald’s was rapidly growing under the leadership of Ray Kroc, who had a strong ambition for success in the business world.

## **1.2 Formulation of the Study**

Based on the background of the study, the formulation of the study is as follows: What business communication techniques are employed by the main characters in the film "The Founder (2016)"?

## **1.3 Scope and Limitation of the Study**

### **1.3.1 Scope of the study**

The scope of the research is focused on the business communication techniques used by the main characters in the film The Founder.

### 1.3.2 Limitation of the Study

The main characters in the film "The Founder" (2016), Ray Kroc and Harry J. Sonneborn, are specifically focused on in this research.

## **1.4 Purpose of the Study**

Based on the formulation of the study, the purpose of the study is to determine the business communication techniques used by the main characters in the film "The Founder (2016)".

## **1.5 Significance of the Study**

### 1.5.1 Further Research

This research can be used as a reference and comparison for future studies. Additionally, a deeper understanding of business communication techniques can be obtained which can be used in future research to develop theories or provide further suggestions and recommendations.

### 1.5.2 Business Owners

Through this research, business owners can obtain insights that can be applied as business communication techniques in running their businesses. This can help build a strong brand, attract new customers, improve customer retention, and achieve sustainable business success.

### 1.5.3 Students

A deeper understanding of business communication techniques can be developed by students through this research, which possible to apply these strategies in research or academic projects. Additionally, it can serve as preparation for careers in fields such as business communication, marketing, or brand management.