

The Portrayal of Hyperreality in *Chef* Film

A THESIS



By:
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**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
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Surabaya

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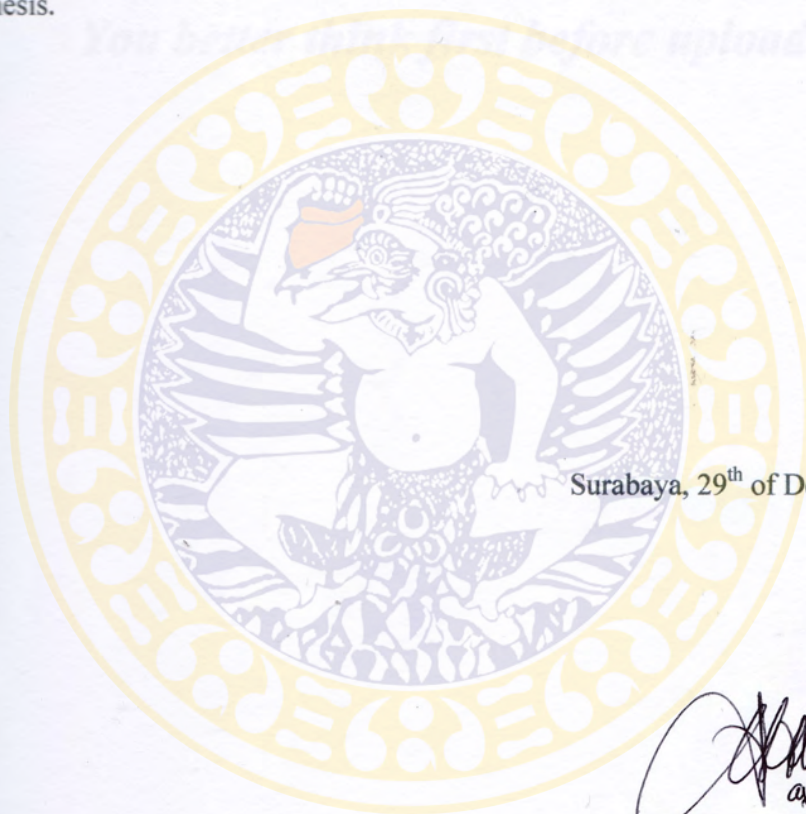
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DECLARATION

This thesis contains no material which has been accepted for the award of any other degree or diploma in any other university. And to the best of this candidate's knowledge and belief, it contains no material previously published or written by other person except where due reference is made in the text of the thesis.



Surabaya, 29th of December 2015

Writer,

A handwritten signature in black ink, appearing to read 'Qurrota A'yunin', is written over the stamp.



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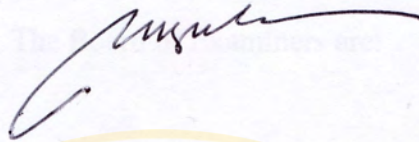
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Approved to be examined

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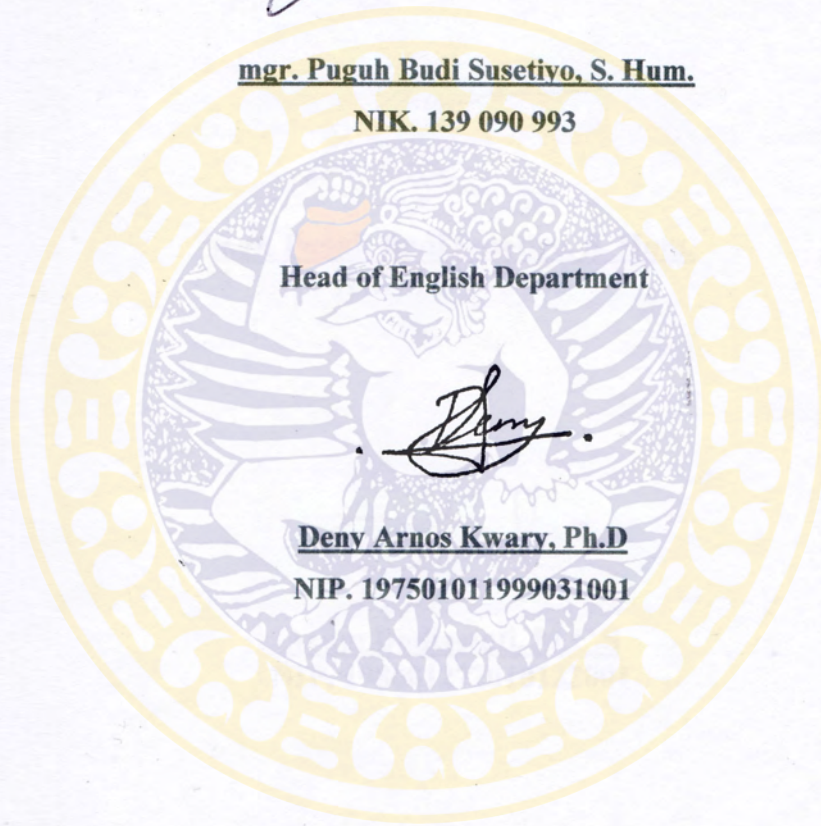
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This thesis has been approved and accepted by the Board of Examiners,
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The Board of Examiners are:

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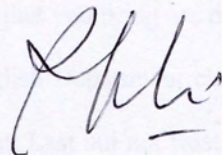
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Qurrota A'yunin

The worlds is not as real as the used to be
-Punch magz-



TABLE OF CONTENTS

Inside Cover Page	i
Inside Title Page.....	ii
Declaration Page	iii
Dedication Page	iv
Advisor’s Approval Page	v
Examiner’s Approval Page	vi
Acknowledgement.....	vii
Epigraph	viii
Table of Contents	ix
List of Figures	xi
Abstract	xii
CHAPTER 1 INTRODUCTION	
1.1 Background of the Study.....	1
1.2 Statement of Problem.....	10
1.3 Purpose of the Study	11
1.4 Significance of the Study	11
1.5 Definition of Key Terms	12
CHAPTER 2 LITERATURE REVIEW	
2.1 Theoretical Framework	13
2.1.1 Hyperreality	14
2.1.2 Narrative Aspect.....	16
2.1.3 Non-Narrative Aspect.....	17
2.1.3.1 Camera Shot and Angle	17
2.1.3.2 Lighting and Color.....	18
2.2 Review of Related Studies	19

CHAPTER 3 METHOD OF THE STUDY

3.1 Research Approach	22
3.2 Data Source	23
3.3 Scope and Limitation	24
3.4 Technique of Data Collection	25
3.4.1 Narrative Aspect.....	26
3.4.2 Non-Narrative Aspect.....	26
3.5 Technique of Data Analysis.....	27

CHAPTER 4 ANALYSIS

4.1 The Influences of Social Media in <i>Chef</i> Film	33
4.2 Three orders of simulacra.....	56
4.3 Hyperreality (social media) is More Important than Reality	60

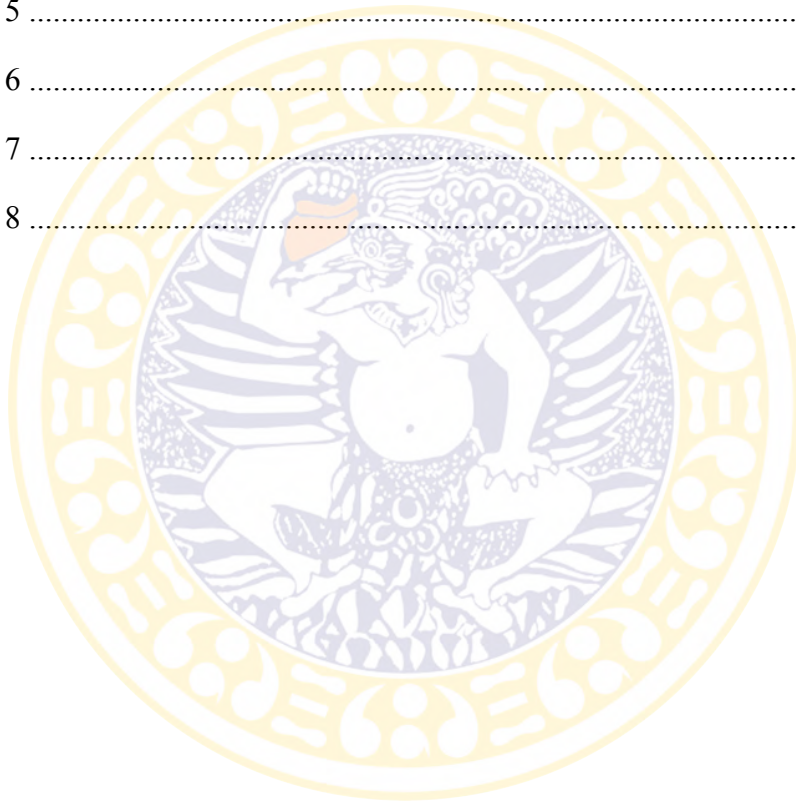
CHAPTER 5 CONCLUSION..... 63

References.....	65
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Synopsis	71
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LIST OF FIGURES

Figure 1	35
Figure 2	38
Figure 3	41
Figure 4	44
Figure 5	47
Figure 6	49
Figure 7	52
Figure 8	54



Abstract

Nowadays, the number of social media users has increased rapidly. Social media has attracted worldwide people's attention because of its influence in persuading people to become its users and to believe any information produced by it. Ironically, at the same time, it makes people unable to differentiate the boundaries between the real and unreal world. This study aims to analyze the phenomenon of hyperreality and the impact of the social media use in *Chef* movie. This movie shows that the use of social media influences people's perspective. The movie depicts Carl as the head chef of a restaurant in Los Angeles who loses his job over his tweet war with a blogger who criticizes his food. After losing his job, Carl opens a food truck business and tries to reclaim his success by promoting his menu in the Twitter. The writer uses qualitative method by applying the hyperreality theory by Jean Baudrillard together with the narrative and non-narrative aspects to analyze the movie. The result of this study shows that social media influences its users by giving both negative and positive impacts. The negative impact is led by Ramsey's blog which makes Carl angry so they start a tweet war in Twitter. While the positive impact is shown when Carl could promote his business and become successful through social media. The writer also finds that people enjoy the hyperreality than the reality and the uses of social media is change by people's existence.

Keyword: *Social media, Hyperreality, Simulation, Simulacrum, and Postmodernism.*