Personality Of Main Character In *Jobs* Film Directed By Joshua Michael Stern

Sayyid Khairunas[1], Rizky Mirani Desi Pratama[2], Esa Suci Wardani[3]

[1]STIBA Nusa Mandiri
email: sayyid.skh@bsi.ac.id

[2]ABA BSI JAKARTA
email: rizky.rrr@bsi.ac.id

[3]ABA BSI JAKARTA
email: Echapras18@gmail.com

Abstract- *The purpose of this analysis is to know the personality of a person through a film. the author will discuss about the personality and nature of the main character in the film Jobs directed by Joshua Michael Stern. this paper contains how Steve personality in this movie. What are his personality types and moral values that can be taken and the author uses two relevant theories to analyze this film. The method of analysis is qualitative descriptive method. The data were collected through repeated witnessing and the theory for analysis here was obtained by books from library research and internet media in the form of electronic books. the results of f analysis show that (1) there are five personality data shown in the film (2) are seven data of personality type based on Goldberg's theory of Openness, Conscientiousness, Agreeableness, Extroversion and Neuroticism (3) moral values can be taken from film, that people can think of it as a lesson. The study of the analysis is useful for understanding the basic personality of each person and how good personality can affect a person's life in the field of work.*

Keyword: Film, Main Character, Personality

INTRODUCTION

Literature is the source or guideline used for various types of activities in the field of education. Literature is also interpreted as a reference to obtain certain information that can be a book or writing in a form other than a book .Literature is a medium used by the author in conveying ideas and opinions to express his perspective on life. Through literature, writers can write conditions that occur around the community where he lives.

A literary work is a creative art of the author. The creation of a literary work as a creative imaginative result of the author to form an imaginative world. In the imaginative world, the author is fully in charge of talking, peeling, and discussing human life. Literary works attempt to portray human life, not only in relation to other human beings, but also its relation to itself through the relationship of inner events.

Personality is a description of how a person behaves towards his surroundings, which is visible from the habits of thinking, attitudes and interests, as well as a view of his life is typical.Because in human life as an individual or a social being, personality always experience the color of life. There are times when happy, peaceful and happy. But life experiences prove that humans also sometimes experience things bitter, anxious, frustrated and so on .This shows that humans experience the dynamics of life.

Personality is very reflective of one's behavior. We can know what a person is doing in a particular situation based on our own. This is because in many ways, everyone is unique, distinctive. Therefore we need a kind of frame of reference to understand and explain the behavior of ourselves and others. We need to understand the definition of personality and how that personality is formed. For that we need behavioral theories, personality theories so that the usual disruptions to individual personality can be avoided.

Studying personality is interesting because the dynamic of knowledge about ourselves automatically increases. This is because the essence of a human being is that which exists and grows with the personality that accompanies every step of his life. Main character is a very important in the film, with main character can support to developing a film through personality and character of the person.

In this era watching film become one of the daily activities for some people. People may have different goals in watching film. such as, to add refreshing knowledge, learn a foreign language, understand foreign culture, entertainment or research. Film is an audio visual communication media to convey a message to a group of people who gathered in a certain place. Movie messages on mass communication can take any shape depending on the film's mission.

However, generally a film can include a variety of messages, be it educational messages, entertainment and information. The message in the movie is to use the symbol mechanisms that exist in the human mind in the form of message content, voice, speech, conversation and so on. The film is also regarded as a powerful communication medium against the targeted masses, due to its audio visual nature, live images and sounds. With pictures and sounds, the film is able to tell a lot in a short time. When watching a movie audience as if it can penetrate the space and time that can tell the life and even can affect the audience.

Jobs film is a movie about the personality of a person. The story in this movie starts from the story of a student named Steve Jobs who quit college because there is no fee for college. Then he decided to work in a company. It was there that Jobs began his career to become a superior employee and he motivated his employees to create something creative and other than others.

The purpose of the author to take the title of personality is because someone's personality is something interesting to discuss, so we can know the personality of a person through a film and take the moral message of steve personality in the *Jobs* film.

Based on the background of the problems described above the problem under study as follow:

1. How are personality shown in *Jobs* film ?

2. What are factors of personality in *Jobs* film ?

3. What are the moral messages in *Jobs* film ?

1. Definition of Film

Film is a distinct medium, and every film integrates various techniques into its overall form .Film currently records a more detailedimage and has a superior look, but this shows up only in a new print projected in awell-equipped, well-run film theatermost being neither. Film's advantages aremoot unless writing, acting, and staging are of a very high order. Directing methodsare identical, and only the scale of operations and path to completion are different.(Bordwell : 2008).

According Barnwell, (2008) "Film is a huge part of our everyday lives".Not only do we spend time consumingand discussing film, it also infiltrates ourconsciousness and carves out ideas aboutthe world and its inhabitants.The impactof and fascination with film is such that agreat deal has been written in the area ofboth film theory and practice.

Whereas according Haase (2003) "Film is acollaborative art, with each bringing his or her share to the table, and ittakes a skilled", experienced eye to untangle the net of who is responsiblefor the way a film turns out.

Hunt, et.al (2010:18), "A movie is highly complex act of communication, and no act of communication is effective unless it takes into account how the recipient will receive it". It means, movie is the act of communication that the viewer can receive the meaning from the act of communication itself.

So the conclusion of the film is a closed medium that has a technique for recording a picture, the film is also the most important part of human life depending on how human life itself utilizes it because a movie will be interesting depending on who can change the film. Therefore film can be the biggest part of everyday human life.

2. Definition of Main Character

In the film a main character is the most important part because it is very influential in his running of a creation.

According to Sudjiman (1992), the main character is not determined by the frequency of appearance of characters in thestory, but the importance of character involvement in story building events. The main character in this story is Steve.

According Haven (2000) "The Main Character is surest, easiest, and fastest road to learning study".

The main character is the one in the most scenes or the one with the most lines. This is often true, but they have the relationship backwards. It is not that lines makes the character but rather that a character may be expected to have a lot of lines or to show up in many scenes because they are the story's main character.

Whereas according to De Gruyter (2010) "The main character is the seller of the publisher rather than the customer".So the conclusion is that the main character is the person who holds an important role in a film work, the main character is usually more common in every scene and has a lot of dialogue than the others. The main character is also a key to the success of a work of film, therefore the main character is an important part to sell a film.

Shaffer (2008:147) state, "Main character is the leading male (female) character who generally exhibits superior qualities or who simply is the main character". It means, main character is the leader in the story.

Haven (2003:82) stated, "Main character is the one in the most scene or the one with the most lines or the person who in many scenes". In conclusion, main character is the person who appears almost in all scenes.

Card (2010:64) quoted, "The main character is a person from the writer's and the reader's own time and place, so that the character will experience the world with the reader's attitudes and perceptions". The other word, main character is the person who is created by the writer.

3. Character

Character is the most obvious form of literary representation of an individual within a larger imaginary situation. Character in a film can be divided into two groups, namely major or main character, and minor character."A character is a figure that appears in a literary work such as novel, poetry anddrama" (Barnet, 1988). Normally, a story consists of several characters one or more of this characters. One or more of this character appears as the main or primary character.

Character is people who are appeared in a narrative prose or novel and itis interpreted by the readers as a person who has moral quality and certain tendency such as being expressed in what they say and what they do (Abrams,1982) ."Character is the person who can contribute to a story in several ways"(Dickinson, 1996).

In his book, Aspect of The Novel, Foster differentiates flatcharacter from round character. A flat character has a steady characteristic, whichmeans that the characteristic does not change from the beginning of story until the end of story. Mean while, a round character is changing, means that there is a difference of the characteristic at the end of story (Foster, 1954).

According to Abrams in Nurgiyantoro (2013), "character is presented in a narrative work or drama", which by readers interpreted to have certain moral qualities and tendencies as expressed in speech and action .

According to Baldick (2001), "characters are actors in fiction or drama" . the characters can be concluded as an actor that shown in a work, which is interpreted by the reader, have the moral quality and a certain tendency as expressed in his speech and what is done in action.

Gill (1997: 105) "Character is person in a literary work, whereas characterization is the way in which a character is created". It means, character is a person in literary work that created with characterization.

Headrick (2014:14) says, " A character is a person presented in lyterary text". It means, character is a person that is being told in lyterary text.

Lawani (2011, 15) stated that there are 11 kind of characters:

1. Flat characters have few but easily recognizable traits that make them stereotypical characters.
2. A round character is someone who has more facets to her/his personality than a flat character. This is a character that develops through the story and therefore, her/his qualities are difficult to identify completely, right up to the end. The personality of such a character is not consistent, which makes the character more realistic than others in the piece of writing.
3. A static character's personality does not change throughout the piece of work, and save for the initial introduction, there is not much to learn about such a character.
4. A dynamic character is someone whose personality changes through the course of writing, due to a change in the situation or the plot.
5. The confidant is someone the main character confides in, and it is through these confessions that the personality of the main character is revealed.

6. The foil is someone who is used as a contrasting character to enhance the personality of another character.
7. Often assumed to be a flat character, a stock character is actually one who represents stereotypical personality traits which may root from culture, appearance, or situations. Such characters are very easy to identify.
8. The protagonist is the character who is central to the story. Though often the good guy, the protagonist can also be the bad guy (or the anti-hero) in the story. But this protagonist is someone the reader has to accept and understand.
9. The antagonist, often termed as the villain of the story, is the character whom the protagonist must confront and defy for victory. The antagonist however may not only be a person, it could be a situation that is creating an obstacle in the path of the protagonist towards her/his final goal.
10. The underdog is a character who often is underplayed in a book, say someone who is the scapegoat or someone against whom all bets would have been placed in any given situation.
11. The sidekick of a character often has a weaker personality in comparison to the character her/himself. This is a person who sticks by the character's side all the time, and usually tends to do as directed by the character.

4. The Factor of Personality

Personality is a pattern of behavioral, temperamental, emotional, and mental traits for an individual. The role of personality dimensions in job performance researchers agree that almost all personality measures could be categorised according to the five-factor model of personality(also referred to as the "big five" personality dimensions) (Goldberg, 1990; Hogan et al., 1996).

The five personality dimensions seem to be relevant to different cultures (McCrae &Costa, 1997) and have been recovered consistently in factor analyses of peer- andself-ratings of trait descriptors involving diverse conditions, samples, and factor extraction and rotation methods (Costa & McCrae, 1988). Research also showed that the five personality factors have a genetic basis (Digman, 1989) and that they are probably inherited (Jang, Livesley& Vernon, 1996).

There is still considerable controversy in personality research over how many personality traits there are, but the Five Factor or **OCEAN** model is popular; it is the one I chosen for this study. The five factors, which are orthogonal dimensions of the personality space, are *openness*, *conscientiousness*, *extroversion*, *agreeableness* and *neuroticism*.

5. Openness

Openness to Experience. Openness to Experience includes active imagination, aesthetic sensitivity, attentiveness to inner feelings, a preference for variety, intellectual curiosity and independence of judgement. People scoring low on Openness tend to be conventional in behaviour and conservative in outlook. They prefer the familiar to the novel, and their emotional responses are somewhat muted. People scoring high on Openness tend to be unconventional, willing to question authority and prepared to entertain new ethical, social and political ideas. Open individuals are curious about both inner and outer worlds, and their lives are experientially richer. They are willing to entertain novel ideas and unconventional values, and they experience both positive and negative emotions more keenly than do closed individuals. Research has shown that Openness to Experience is related to success in consulting (Goldberg, 1990).

Being open to experience is open to experience and can adapt to new things. Those who have an open nature usually have a curious nature about something they don't know yet.

6. Conscientiousness

Conscientiousness refers to self-control and the active process of planning, organizing and carrying out tasks (Goldberg, 1990). The conscientious person is purposeful, strong-willed and determined. Conscientiousness is manifested in achievement orientation (hardworking and persistent), dependability (responsible and careful) and orderliness (planful and organized). On the negative side, high Conscientiousness may lead to annoying fastidiousness, compulsive neatness or workaholic behavior.

Conscientiousness is someone's very careful attitude towards daily activities. someone who has the nature of conscientiousness tends to be very diligent and work hard.

7. Extraversion

Extraversion includes traits such as sociability, assertiveness, activity and talk. Extraverts are energetic and optimistic. Introverts are reserved rather than unfriendly, independent rather than followers, even-paced rather than sluggish. Extraversion is characterised by positive feelings and experiences and is therefore seen as a positive affect (Goldberg, 1990).

Extraversion is people who have the nature of talking a lot. They also usually have the ability to socialize in the field of work. Someone who has the nature of talking a lot is needed in the field of work that is required by someone to socialize.

8. Agreeableness

An agreeable person is fundamentally altruistic, sympathetic to others and eager to help them, and in return believes that others will be equally helpful. The disagreeable/antagonistic person is egocentric, sceptical of others' intentions, and competitive rather than co-operative. According to Tett et al. (1991), "Agreeableness is a significant predictor of job performance". Salgado (1997) found that Agreeableness is related to training success. The co-operative nature of agreeable individuals may lead to success in occupations where teamwork and customer service are relevant (Goldberg, 1990).

Usually people who have an agreeableness nature help people and are always friendly. They also tend to prefer to hang out and finish their work with the team

9. Neuroticism

Neuroticism is a dimension of normal personality indicating the general tendency to experience negative affects such as fear, sadness, embarrassment, anger, guilt and disgust. High score may be at risk of some kinds of psychiatric problems. A high Neuroticism score indicates that a person is prone to having irrational ideas, being less able to control impulses, and coping poorly with stress. A low Neuroticism score is indicative of

Personality is the complex organization of cognitions, affects, and behaviors that givesdirection and pattern (coherence) to the person's life. Like the body, personality consistsof both structures and processes and reflects both nature (genes) and nurture (experience).In addition, personality includes the effects of the past, including memories of the past,as well as constructions of the present and future. "Personality is a valid predictor of employee job performance, asdemonstrated extensively by criterion-related validity studies". (ChamorroPremuzic & Furnham, 2010; Ones, Dilchert,Viswesvaran, & Judge, 2007).

Goodstein & Lanyon (1997) defines that *"personality is an abstation for those enduring of the person that are significant for his or her interpersonal behavior".* According Durupinar (2009) "Personality is a pattern of behavioral, temperamental, emotional,and mental traits for an individual".

Whereas according to Allport (J.Feist, 2006) "Personality is the dynamic organization within the

emotional stability. Neuroticism is a personality dimension that assesses one's ability to with stand stress or stress.

Positive Characteristics of Neuroticism is called Emotional Stability (Emotional Stability), Individuals with emotionally stable drums Calm when faced with problems, confident, have a firm stand. (Goldberg, 1990).

Neuroticism is based on a person who has high self-confidence and never gives up. Those who have the usual nature of Neuriticism always do what they want. Until everything is achieved and they tend to be very confident in what they do.

10. Definition of Personality

The word personality is derived from the Latin term *persona*, originally representing the theatrical mask used by ancient dramatic players. As amask assumed by an actor, persona suggests a pretense of appearance, that is, the possession of traits other than those that actually characterize the individual behind the mask. In time, the term persona lost its connotation of pretense and illusion and began tore present not the mask, but the real person's observable or explicit features. That is, personality is viewed as the patterning of characteristics across the entire matrix of the person. (Millon, 2004)

individual of those psychophysical systems that determine his characteristics behavior".

RESULT AND DISCUSSION

1. Summary of The Movie

Steve Jobs is the founder of Apple. Steve Jobs quit college because there was no fee. Jobs was later attracted to the calligraphy course. He meets his friend Daniel Kottke and spends time in India.

Two years later, Jobs returned to Los Altos, California, Jobs working for a company called Atari. After that Steve no longer work in a company called Atari.

Steve saw Wozniak make computers. Steve wants to develop his partnership with Wozniak and plans to promote his work on Homebrew. They named their new company Apple Computer. Wozniak gave Apple a demonstration to Homebrew Computer Club, Steve Jobs working with Wozniak to build a computer company in a small garage at home with makeshift equipment. Jobs later invited

Kottke, Bill Fernandez, Bill Atkinzon, Chris Espinosa, and Rod Holt to join the Apple team that will make Apple I.

Jobs and Wozniak then developed Apple II. Then Jobs worked at a company called Aplle Computers with his friends. Jobs served as leaders and Managers. Apple II's sales are quite successful and many people are interested to see it.In developing Lisa Jobs computer a lot of money, it's all because Jobs wants to create a Lisa Computer perfectionist in terms of products and design. A company board named Arthur thought Steve had wasted Lisa's computer development. Arthur asks Mike not to involve Steve in Lisa's development. Then Steve came out of the company he and his friend had founded. Mike gave Steve a new project and asked Steve to go back to his company. Mike asks Steve to join the Macinthos team.

Jobs then contacts CEO John Sculley Pepsi Co. John also joined Steve's company. Steve felt betrayed by John Sculley, CEO of Pepsi Co. who was recruited by Steve himself. Even John became CEO at Apple Computers company founded Steve. Steve felt hurt and left the company. Afterwards Steve tried to get up and cooperate with his friends who had set up Apple I.

Apple's company suffered a drop in stock after Arthur fired John Sculley in 1993. Steve plays the Apple Computer challenger with a product called NEXT, Steve goes back to his company to regain the company he once founded and eventually the success came to Steve. Steve was appointed as a board of directors and also CEO of Intern. Steve restored the company he first established. September 2012 Apple Computer became the most valuable company in the world that raised the name of Steve Jobs.

2. Personality in Jobs Film

a. Selfish

Data 1

In this scene. Steve asks burrel to include a font on his computer program. But Burrel denied it on the grounds that it was not necessary for a computer program. But steve was still forcing burrel to put it in. Let's see Steve has a high emotion, he does not want to listen to Burrel's opinion. though burrell tries to explain to Steve. Steve even asked Burrel to get out and fire him.

Dialogue 1
Steve : If you want to share our enthusiasm and care about the vision of this company .
Man : No, I just do not get it .

Steve : **Get out ! Pack your stuff and go, you're done** .
Man : Are you firing me ?
Steve : No, I've fired you

Figure I. Steve is firing a Man.

From the above dialogue, Personality in this scene is presented through Steve as the main character of the Self. Because there Steve would not listen to Burrell's opinion, let alone Burrel is the best technician in his team. From the analysis of dialogue and scenes presented above Steve has a selfish personality according to Durupinar Funda that Personality is a behavioral pattern, temperamental, emotional, and mental nature for an individual.

Data 2

In scene 00:55:50, Steve does not want to share his shares to his friend kottke daniel who is also involved with the establishment of his company.

Yet Daniel should get some of his rights to get shares. But Steve still did not want to put Daniel's name into the stock list.

From the above dialogue, the personality in this scene is presented through steve as the main player "Yes, Daniel did not get anything" This dialogue shows Steve is very selfish and based on the theory according Durupinar we can conclude that steve has selfish and emotional because more self- own.

Figure II. Steve and Mike are talking about share distribution

b. Perfectionist

Data 3

Scene 00:51:25 shows Steve asks his team to enter a font column, but burrell thinks it is not something important. steve keep persistently asks his team to enter a font column to show Lisa's computer characteristics.

Dialogue
Steve   : I've been telling you this font for months.
Man   : Everything we discuss here is just a concept, sorry but the font type is not an important thing.
Steve   : **All of this is an important thing. If you want to make Lisa computer vision closer to reality? We must incorporate our extraordinary characteristics.**

From the above dialogue, Personality in this scene in Steve show as a major player which has a very perfectionist personality. "All of this is an important thing." If you want to make Lisa's computer vision closer to reality, we must incorporate our extraordinary characteristics. " This dialogue explains that steve is a perfectionist.

From those analysis dialogue and scene which presented above it can be stated that steve has a personality perfectionist with theory which proposed by Durupinar Funda.

Data 4

Dialogue 2
Steve : What are the embedded components here ?
Burrell : Stereo 64 bits ram, 256 bits for Motorola 6809 display.
Steve   : Why not 6800 ?
Burrell : But it's an expensive processor.
Steve   : **Look at the budget and give me the processor !**

In scene 01:07:39, Steve asked the Machintos team to give him a 6800 processor, while the processor was rated very expensive at his price. Steve still wants to use that expensive processor and ask his team to give it to him.

From the dialogue above the personality in the show steve is a perfectionist. Because steve asked for a very expensive processor for Macinthos prooyek that leads him. "Look at the budget and give me the processor!". this dialogue explains that steve is a perfectionist person.

Figure III. Steve is asking computer components to his team

From those analysis dialogue and scene which presented above . It can be stated that steve has a personality perfectionist with theory which proposed by Durupinar Funda.

Data 5

In scene 01:33:18, Steve explains to his friend that they should wear 512kb instead of 128kb to develop his project. Instead they used 128kb to develop the project.

Dialogue
Steve : **I told you we should wear 512kb**. We do not wear 512kb, but we instead use 128kb, With 128kb then we can not develop it .

From the above dialogue, we can conclude that Steve is a perfectionist person. Steve wants to develop his project with a quality speed. Although it is very expensive.

Figure IV. Steve is explaining to her friend about speed specification

From those analysis dialogue and scene which presented above . It can be stated that Steve has a personality perfectionist with theory which proposed by Durupinar Funda.

3. Factors of Personality in *Jobs* Movie

 a. Opennes

This types based on Goldberg Theory, He explain that openness is types of Personality which isSteve trying to develop a computer creation his friend wozniak.

Data 6

Scene 00:17:28-00 shows that Steve tries to find out what is being done by his friend Wozniak. Steve wanted to try to develop what his friend Wozniak made.

Dialogue

Wozniak : This is the computer I'm working on . pair with it for its display.
Steve : Without wires, what do you mean
Wozniak : Yes the cable is disturbing, but in theory this can be realized if done .
Steve : **Show me ! I don't care this is not perfect, but it's a big thing.**

 Figure V. Steve tried to find out what Wozniak made

Based on that scene we can conclude that Steve is open to new things. According to Golberg's theory oppenes are open to new things or experiences. Based on scenes and dialogue over the main character Steve shows he is a person who is open to experience and new things.

Data 7

In scene 00:34:04, Steve asks Holt to help him add a power supply to the box, but steve wants a non-noise power supply and loads it into a small box. From the dialog above steve is a person who is open to new experiences because Steve tries to make a computer power supply.

 Dialogue
 Steve : apple ii first form of our model, personal computer home.
 Holt : and you call me, because ?

Steve : **We need to add power supply to the casing .**
Holt : how much is its power?
Steve : 40 watts and not noisy
Holt : what does it mean is not noisy
Steve : I mean quiet
Holt : it's impossible, this thing will heat up. we need a fan and this thing will not be quiet.
Steve : that's exactly why we need you to redesign.
Holt : Redesigned what ?
Steve : **Its power supply, You have to add fan or anything. and must fit into the box with this size.**

 Figure.VI. Steve is asking holt to add power supply

Based on the scenes and dialogue we can conclude that steve has a personality of oppeness, or has an open personality to new things according to Goldberg's theory.

b. Conscientiousness

This types based on Goldberg theory, he explain The conscientious person is purposeful, strong-willed and determined. Conscientiousness is manifested in achievement orientation (hardworking and persistent), dependability (responsible and careful) and orderliness (planful and organised).

Data 8

In scene 00:26:12, Steve is trying to negotiate with Paul, Paul asks Steve to do his work in 90 days. But with confidence Steve replied he will finish it in 60 days.

Based on the dialog above Steve said "I will finish it in 60 days", this dialogue shows Steve is a hard-working person.

According to the theory of Goldberg Conscientiousness is a person who works hard, diligent and responsible.

Figure VII. Steve was negotiating with Paul

Dialogue
Paul : well you have 90 days .
Steve : **I will finish it in 60 days**

In the above scenes and dialogue can be concluded that main character Steve is a person who will work hard based on the theory put forward by Goldberg.

c. Extraversion

The types based on Goldberg theory,He explain Extraversion includes traits such as sociability, assertiveness, activity and talkativeness.

Data 9

Scene 00:24:49 shows that Steve was rejected by Paul, but Steve tried to convince Paul to buy areve made goods. Then, Steve negotiate with Paul and his end Steve successfully convincing Paul to buy goods that will be made Steve.

Dialogue
Steve : What investment will we discuss?
Paul   : Gosh steve, I just say interested, not buying.
Steve : I know, but you're not the only one who is interested.
Paul   : Oh really I'm not the only one?
Steve : Yes, you are not the only one .
Paul   : Very interesting, because you do not seem to be successful in Homebrew .
Steve : **You think we were there for the first time? we've been   around the valley** .
Paul : All right so there is your area.
Steve : **I think we have the same passion, employers work by god, and god tells me to tell you this opportunity** .

Paul : I'll pay you $ 400 / machine, for 50 units in pay as you send it here .

From the above dialogue we can conclude that steve is a person who is able to socialize and talkative.Goldberg explains that Extraversion is a person who has the ability to socialize and talk a lot. Based on the scenes and dialogue above main character steve has the ability to socialize as told by Goldberg.

d. Agreeableness

This types based on Goldberg Theory, He explain that Agreeableness is make boards.

Data 10

In scene 00:27:56, Steve calls his friends to join and help Steve work on his keyboard to be sold. The above dialogue shows that Steve needs someone else's help to complete his work and Steve needs teamwork to get his job done. Goldberg explains in his theory Agreeableness is a person who can work together and help each other.

Figure VIII.Steve is inviting his friends to join the keyboard

Dialogue
Wozniak : We do not have 60 days to make 50 units of this thing, and you questioned the symmetrical steve .No one cares about the look of the board .
Steve   : I care .
Wozniak : That's good, but we do not have time to fulfill your stupid promise .
Steve   : **You're right, we need help .Woz we got in trouble,   We have to accommodate people in this place.**

Based on the scenes and dialogue can be concluded main character Steve is a person who can work together in theory according to Goldberg.

Data 11

In scene 01:09:01, Steve is trying to help his colleagues to build the Macintosh project, from the above dialogue explains that Steve has the personality of agreeableness that is likes to help.

Figure IV. Steve was gathering with her colleague.

Dialogue

Man : What are you doing here ?
Steve : **I'm here to help build a Macintosh .**

e. Neuroticism

This types based on Goldberg Theory, Neuroticism is a personality dimension that assesses one's ability to withstand stress or stress. Positive Characteristics of Neuroticism is called Emotional Stability (Emotional Stability), Individuals with emotionally stable drums Calm when faced with problems, confident, have a firm stand. He explain that Neuroticism is types of Personality which is Steve is very confident he will program an interesting game .

Data 12

Scene 00:13:28 shows Steve is asking a project to his or her boss that he will do on his own. the dialog above Steve says "Give me my own project, I'll do it myself, I will make the best games you've ever seen", this dialogue shows Steve is a confident person. According to Golberg Neuroticism is a confident person.

Figure IX. Steve is asking a project to his boss

Dialogue

Steve : **Give me my own project, I'll do it myself**. **I will make the best game you've ever seen.**
Man   : Are you serious ? All right Steve. I want you to re-program some games, make me like that .

4. Moral Message in *Jobs* Film

From the discussion that the author describes in the previous description obtained some moral messages tucked into the *Jobs* film :

1. Don't Give Up

The film features Steve Jobs struggling from pioneering Apple until he has to accept the bitter reality of being "kicked" by the company he built with his friend Steve Wozniak. All of his goals and expectations were instantly destroyed. Steve did not know what to do. Steve felt he had let down a lot of people and almost thought to leave his home in Silicon Valley.

But slowly his spirits returned. Little by little . The incident took him a time. Five years later he rose, Steve began to establish a company called NeXT. Shortly after that Apple bought NeXT and Jobs back to Apple. NeXT then became the most technological role in Apple's rise. Steve was convinced that the extraordinary events he was experiencing would not have happened if he had not been fired from Apple and stopped halfway. So do not be afraid to make big changes and never give up.

2. Follow Your Heart and Believe What You Want To Do

Based on a film that tells of a young man named Steve Jobs, Six months in his first year of college at Reed College, Steve Jobs decided to drop out. Although the student's status has been lost, Steve Jobs remains around the campus environment. He follows courses such as calligraphy classes exploring various fonts, the variable space between letters. Although it is very clear this class will not be useful for future careers who want to be pursued. Apparently, after 10 years later, typography that Steve Jobs studied was poured into the Macintosh to become the first computer with beautiful typography. His decision has also led him to success, not just because of his hard work. Because he followed his heart and did what he wanted to do."So, follow your heart and believe what you want to do, that the dots you do will somehow connect to the future.

3. Don't Stop Innovating

At the beginning of his career before steve success, until where steve tried to develop a computer first. Steve and his friends continue to work on creating a variety of computer innovations. Steve continues to innovate to develop his computer for the better. Until the end of his computer made Steve in know many people. So do not stop to innovate.

CONCLUSION

Personality is the nature of a person who describes each character. Personality aims to know human beings both the nature and type of human personality itself. General personality refers to how the individual arises and creates an impression for the other individual. Personality is the organization that determines how a person adapts to the environment, or in other words personality is all the way in which an individual interacts with others. Personality is a pattern of behavioral, temperamental, emotional and mental traits for an individual.

Steve's personality in this movie is that Steve is a selfish and perfectionist person. As for some type of personality owned Steve is hardworking, confident, persistent, easy to socialize and always work with the team. personality also greatly determines the life of every human being by the way they associate. A good personality will produce a good response and a bad personality will get a bad response also depends on how the person is living it.

Regarding the moral content of this film, the process of the main character in the film Jobs, many moral messages you give such as do not give up in achieving success, keep trying and trying again to succeed. Follow your heart when you go through something and believe it will produce results and continue to innovate in creating something.

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PROFIL PENULIS

Sayyid KHAIRUNAS, was born in Jakarta, 15 October 1989. The second child of three is a graduate of STBA Nusa Mandri Jakarta in 2013 and is currently continuing his master degree at the Indraprasta PGRI University majoring Teaching English and Education. Join the BSI since 2012, in the midst of busy life, he still took time to write articles, ideas, experiences, journeys, and views via his personal blog. HP: 085710222562 and email: sayyid.skh@bsi.ac.id