

SOCIAL EXCHANGE IN MATILDA FILM BY ROALD DAHL BASED ON PETER BLAU'S PERSPECTIVE

Nur Hasaniyah Umar, Nur Widad Mazaya

Universitas Islam Negeri Maulana Malik Ibrahim Malang

Email: hasaniyah@bsa.uin-malang.ac.id

Abstract: People tend to gather with people who have the same orientation and can help to fulfill the needs and desires of each. This difference causes variations in behavior among people. In social life, variations in the behavior of each individual are often found, although sometimes they have similarities in opinion. Differences in people's behavior are also influenced by several factors such as specific goals, economic background, social strata, etc. These differences in behavior underlie the birth of social exchange theory based on Peter M. Blau's perspective. This research is included as descriptive-qualitative research. The data sources that the researchers used in this study are primary data sources in the form of Matilda film by Roald Dahl and secondary data sources in the form of several literature related to the theory of literary sociology, social exchange, and social interaction. The researchers collected data through listening, watching, and note-taking techniques. The results of this study indicate that there are several forms of social exchange in the film caused by different factors, namely Matilda's loneliness, mutual love, anger, and several other contexts. The social exchange demonstrates how people who share the same orientation can help fulfill each other's needs and wants.

Keywords: *Social exchange, social interaction, sociological literary*

INTRODUCTION

In the social system, humans have different views, ideologies, and desires. This different way of thinking leads to social interaction in providing what each individual wants (Maliki, 2012, p. 81). Through social interactions that occur, people know who has the same goals to make a "circle" with them (Maghribi,

1988, p. 67). This phenomenon arises because people tend to build relationships with people on the same side and can provide benefits (Emerson, 1976, p. 345).

In addition to the community's instinct to meet other parties who have the same goal and can provide benefits, the obstacles or problems faced by each individual are the main factors for the emergence of the phenomenon of social exchange in people's lives (Audah, 1900, p. 52). Everyone has different motives and goals in social life. But at the same time, everyone knows that everything he wants can only be achieved with the help of others (Cropanzano & Mitchell, 2005, p. 876). From this statement, humans finally decide to carry out "transactions" of behavior and actions among each other.

Social exchange is a form of social interaction defined as the behavior of giving one thing in exchange for another. Through social interaction, transactions will be realized among the people. This transaction arises when both parties allow each other to fulfill their desires, both morally and materially (Suyanto & Amal, 2010, p. 62-63). The phenomenon of social exchange that occurs in people's lives is a situation where two parties carry out a reciprocal process between individuals and groups, individuals and groups. This reciprocal process takes place based on the needs of each party (Blau, 1964, p. 195). People will know who can provide what they need, then build good relationships through social interaction. People who find something they want from someone else or pay for them also think of a reward if it is achieved.

In achieving a reciprocal process, the element of power behind each party can affect the imbalance between the things exchanged. It happens because the social structure around the community is one of the crucial things in social exchange. Therefore, the nature of the phenomenon of social exchange is inequality (Muhammad, 2015, p. 107). The meaning of imbalance is the possibility that one of the parties will not receive a response equivalent to what has been given. Imbalance can also mean that although the responses received by each party are the same, the level of satisfaction varies between them.

Although social exchange is one factor that influences social action, not all social actions result from social exchange. It is in accordance with what Peter Blau said in his book. Peter also explained that social exchange occurs because of the desire for social rewards that lead to the interests of individuals in small groups. According to Blau, the rewards he receives can be in the form of esoteric (emotions, honor, etc.) or external (money or favors) (Blau, 1964, p. 195). Blau also said that the process of social exchange is limited to actions that

produce rewards. It then resulted in differences in social power between communities (Upe, 2010, p. 183).

LITERATURE REVIEW

Film

According to the KBBI, film is a living picture story. Film in English is called motion picture (live picture). Film as an excellent historical recorder. Films can also have functions in terms of educative and instructive, from the lower level to the scientific level. They were assessed based on pre-determined results or goals. Film works result from collaboration or collective work of various artists and technical employees, branches of art such as painting, sculpture, literature, and music (Limbong & Simarmata, 2020, p. 241). The film is a genre of art based on audio-visual storytelling or stories told to the audience through a series of moving images (Zoebazary, 2013, p. 104).

From the above understanding, it can be concluded that film is one of the communication media that contains artistic and cultural values. By combining sound and image elements in it, the communication is more effective, and the intent to be conveyed by the messenger can be captured and appropriately understood by the audience or the recipient of the message (Limbong & Simarmata, 2020, p. 241).

Social Exchange by Peter Blau

Humans act logically and rationally. Each person sets goals and determines for himself the most efficient way within the framework of society and social life to achieve these goals (Audah, 1900, p. 98). Social Exchange is the exchange of rewards (or punishments) between at least two people; the exchange is direct rather than indirect, and it is the actual behavior rather than the norm that determines what behavior should be." However, some of the most interesting implications of his propositions on justice become clear only if the analysis is not limited to direct social exchanges in face-to-face contact but is extended to indirect transactions that occur in complex social structures (Audah, 1900, p. 100).

Two requirements must be met for behavior that leads to social exchange. These requirements are: First, the behavior must be oriented towards goals that can only be achieved through interaction with other people.

Second, the behavior should aim to obtain the means for the attainment of these goals.

The main concern of Blau's theory is on changes in social processes that move from simple social structures to more complex social structures. This concern can be seen in the development of stratification systems in more complex groups. In the early stages of group formation, individuals try to demonstrate their value to the group. The members will give different values, so that happens status differences. Not everyone is able or willing to take on group leadership responsibilities. As a result, some of them will step down and give others a chance for a position (Blau, 1964, p. 195).

The existence of power differentiation can increase the level of need for social integration of different statuses. In this case, there is an exchange relationship related to the problem of stratification. Exchanges occur when the relationship is favorable to high or low-ranking members. However, if the power relationship is coercive, an unequal exchange relationship occurs and is maintained using negative sanctions. Such power is fraught with problems because it can breed resistance. For this reason, for society to function properly, those under it need to comply and carry out their daily obligations with the direction of those in power. Therefore, it is wise if those in power as much as possible lower the potential use of that coercive power (Blau, 1964, p. 196).

In addition, Peter Blau also pays attention to dynamic processes in society. Therefore, Poloma (2007, p. 94-97) mentions several dialectical forces related to social exchange, such as:

a) Dilemma is a problematic situation where a person has to choose between two confusing options. In these circumstances, crossplay also applies. The person concerned will determine his choice as a decision that will be taken to get what he wants.

b) Differentiation distinguishes between rights and obligations based on the social background that affects age, gender, and occupation. The existence of these differences will affect the person in obtaining rights and fulfilling his obligations.

c) Dynamic is the movement of social order that results in changes in the order of their lives. These movements affect the social conditions and attitudes of others towards them.

d) The dialectical process is a contradiction process involving two things in which something new emerges. In this process, the relationship is

very influential because conflicts that occur automatically will cause a particular result to become something new due to the process.

METHOD

This research is qualitative research where researchers are required to master the theory used as well as possible. It is necessary because mastery of the theory influences the researchers' analysis when they raise the phenomenon of society related to the theory. This analysis and description of researchers on facts and phenomena is the characteristic of qualitative research (Siswanto, 2005, p. 57-58). This research is descriptive research when viewed from its nature. Descriptive research means where the researchers analyze the phenomena in the film by describing what it is. When viewed from this concept, the researchers must describe the facts and phenomena in the object under study (Suryabrata, 2005, p. 20).

Based on data collection techniques, this research is library research. Library research is carried out when researchers take all data from various kinds of literacy, from books, articles, journals, and so on (Siswanto, 2005, p. 62-64). The researchers use a mimetic approach to understand facts and social interactions in the object. The mimetic approach considers literary works as a reflection of real life. This reason can make researchers more focused because researchers don't need to consider the difference between social facts in literary works and real life (Siswanto, 2005, p. 63).

To analyze the object, the researchers watch then write the social fact data in the object according to the theory used (Social exchange by Peter Blau). After watching the object and reading the theory, the researchers then begin to analyze and describe it in the form of a narrative (Jabrohim, 2012, p. 35). The last step is drawing conclusion of the analysis to answer the research problem.

FINDINGS/RESULTS

Forms of Social Exchange

Based on the data collected, the researchers found several forms of social exchange in Matilda film.

1. Matilda' loneliness

"Every morning Matilda was left alone. That was how she liked it."
(0:03:21)

The narration above shows that Matilda likes to be alone in the house. Matilda feels that she does not fit in with her own family. If there is no explanation, then Matilda, who likes solitude, is considered strange and unnatural. However, explaining Matilda's incompatibility with her family, her actions are a phenomenon of social exchange. It is in line with Peter Blau's principle that humans tend to gather and interact with those who are similar in thought and vision or those who are considered to provide benefits, both financially, service, and satisfaction (Blau, 1964, p. 195).

2. Librarian's advice

Mrs. Phelps, who had been watching her with a fascination for the past few weeks, offered Matilda some valuable library information. "You know you can have your own library card and then you could take books home and you wouldn't have to walk here every day, you could take as many as you like, that would be wonderful." (00:06:27)

In the text above, it can be seen that there is a phenomenon of social exchange between Matilda and the librarian. Even though the librarian didn't get any reply from Matilda, the librarian gave the information because she thought that Matilda had something in common with her, which was that they both liked books. That way, the librarian gets the satisfaction of being able to help each other even without pay or compensation. Just like what Blau said for his social exchange theory (Blau, 1964, p. 194).

3. Matilda's hug

Dad : "Hey you! You're going to school!"

Matilda: "I am?" (hug) (00:22:48)

Matilda hugged her father. This incident happened because Matilda thanked her father, who finally granted her request to enter and study at the school. Matilda's hug is a form of social exchange for what her father has done. It is in accordance with Peter Blau's concept of social exchange, which says that humans who receive kindness from others tend to want to repay their kindness. Thus, the phenomenon of give and take occurs between humans.

4. Flower for Miss Honey

(Miss Honey got a bucket of flower from her student) (00:28:26)

The action taken by the student is a form of social exchange because he gets the love of miss honey. Therefore, the student tries to repay the affection he gets from miss honey by doing good even though it is small. This action is a form of social exchange because there is a give-and-take event between 2 people, either in the form of goods, services, or inner satisfaction (Blau, 1964, p. 195).

5. Loving each other

“Matilda's class runs smoothly and is full of smiles, Miss honey has no trouble teaching.” (00:28:30)

The text above shows the phenomenon of social exchange that occurs between students and miss honey. Because of Miss Honey's kind attitude towards her students, Miss Honey has no difficulty in teaching in the classroom. The social exchange that occurred was an act that involved an exchange of services that began with Miss honey's love for her students.

6. Miss Trunchbull's anger

Miss Trunchbull : Wormwood! Sell me a lemon? You're heading for the chocky, young lady!

Matilda : Chokey?

Miss Trunchbull: Teach you a lesson!

Matilda : What lesson?

Miss Trunchbull: You and your father think you can make a fool out of me! (00:45:30)

The conversation above shows miss Trunchbull's anger towards Matilda's father, which Matilda passed on when she was at school. The anger was triggered by Miss Trunchbull's dissatisfaction with the car purchased from Matilda's father. A few days after he bought it, he realized that the car had been rigged and sold for a high price by Matilda's father. The actions taken by Miss Trunchbull are a form of social exchange because she does something based on what she receives from others. The social exchange that Miss Trunchbull did was to punish Matilda (as her father's representative).

7. Tricking the FBI

Matilda : I really hope you have a search warrant. According to a constitutional law book I read in the library, if you don't have one, you could lose your job or even go to federal prison.

FBI : It's your father who's going to federal prison. (01:45:08)

In the text above, Matilda is seen tricking FBI members into not getting evidence of her father's fraud. He did this because he wanted to give his father an opportunity to repent and change for the better. Matilda's actions were a form of social exchange because after all, Matilda's father was the one who raised her, despite her father's bad temper.

8. Matilda's adoption

Matilda: I want to stay with miss honey.

Mom : Miss honey doesn't want you. Why would she want some snotty, disobedient kid?

Miss Honey: Because she's a spectacularly wonderful kid, and I love her.

Matilda : Adopt me, miss honey.

Dad : Look, I don't have time for all these legalities

Matilda : One second, dad. I have the adoption papers

Mom : What? Where'd you get those?

Matilda : From a book in the library. I've had them since I was big enough to xerox

Mom : Are you hearing this harry?

Matilda : All you have to do is sign them

Mom : You're the only daughter I ever had, Matilda. And I never understood you. Not one little bit. Who's got a pen? (01:29:48)

In the conversation above, it can be seen that several social exchanges occur. First, the social exchange between Matilda and Miss Honey, namely the similarity in mindset, kindness, and affection they received for each other, made Matilda want to be adopted by Miss Honey, and vice versa. In contrast, the second social exchange is between Matilda and her parents. Due to differences in nature and character, they never go hand in hand. However, seeing Matilda wanting to be adopted by Miss Honey, her mother felt that it was the only best way out so that she could understand Matilda for the first time while reducing their family's daily expenses. Thus, even though Matilda's mother's actions were strange and unnatural, it was a form of social exchange that she did so that she and Matilda both benefited.

CONCLUSION

This research tells that the social interaction between humans with one another always occurs in society caused by an imbalance between the desires

and abilities of each individual. The desires possessed by humans tend to exceed their abilities, so that each of them must ask for help from others to fulfill these desires (Blau, 1964, p. 195). To fulfill his needs and desires, each individual must look for other people who can benefit him. This encourages people to come together with people who share the same orientation and can help fulfill each other's needs and wants.

The research above shows that several social exchange phenomena occur in the Matilda film by Roald Dahl. The social exchanges in the film vary and are caused by different factors, namely Matilda's loneliness, librarian's advice, Matilda's hugs, flowers for Miss Honey, mutual love, Miss Trunchbull's anger, fooling the FBI, Matilda's adoption.

SUGGESTION

Based on the findings, discussions, and conclusions about social exchange in the Matilda film that has been done previously, the researchers will present some suggestions for the development of this research. *First*, the researchers suggest the reader understand the theory of social exchange first before reading the results of the discussion that has been carried out by the researchers so that an understanding of this research can emerge properly. *Second*, the researchers feel that this research is too far from perfection because of the many shortcomings in it. Therefore, the researchers hope that other researchers can improve this research in the future. In addition, the researchers also hope that this research can be helpful for the researchers themselves and all readers. Hopefully, with this research, we can all understand that humans are created with their uniqueness.

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