HIERARCHY OF HUMAN NEEDS THROUGH THE MAIN CHARACTER IN *HITCH FILM*

A Thesis
Submitted to faculty of Adab and Humanities
In Partial Fulfillment of the Requirements
For The Degree of Strata One (S1)

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ABSTRACT

Mega Andin, NIM: 11100260000121, Hierarchy of Human Needs Through The Main Character in Hitch Film. Thesis: English Letters Department, Letters and Humanities Faculty of Syarif Hidayatullah State Islamic University, Jakarta 2016.

Hitch (2005) movie directed by Andy Tennant is the unit of analysis in this research. The aims of this research are to observe the main character in Hitch movie by analyzing his characteristic and defining it through Abraham Maslow Theory the Hierarchy of Human Needs. The writer uses qualitative descriptive method to reveal the findings. All data are collected from the dialogue, the picture taken from the movie, and the movie script to support the analysis. The result shows that Hitch as the main character can fulfill all of the five levels of needs Physiological Needs, Safety Needs, Love Needs, Esteem Needs, and Self-Actualization Needs.

Keywords: Hierarchy of human needs, Hitch, Hitch
APPROVAL SHEET

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DECLARATION

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contain no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Jakarta, Juni 15 2017

Mega Andini
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In the name of Allah the Most Gracious, the Most Merciful

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This thesis is presented to English Letters Department Faculty of Letters and Humanities, Syarif Hidayatullah State Islamic University Jakarta as a partial of requirements for the degree of strata one (S1).

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   Jakarta, Juli 2017

   The Writer
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CHAPTER I
INTRODUCTION

A. Background of Study

Literary research plays an important role in every aspect of human life. Beside that it also influences the development of literary itself. Furthermore, the purpose of literary research is to comprehend the meaning of literary work.

Film is recognized as a unique and powerful art form on a par with painting, sculpture, music, literature, and drama. Film is also a text that can be studied in literary studies, including film with psychological issues. The rapid development of literary study which has changed, that text is not just a piece of writing, but every picture and culture that can be explained and read is also text. As one of research object, literary works consist of poetry, prose, and drama, are really interesting for some literary critics to be learned and criticized in a literary study or research.

Film has many characters to do an action in film. Every one the characters must have their own different characteristic. Character is little change that we will be interested in the film as a whole. With character can represent every emotion of character performance that interesting in the film.

1 Tuloli Nani, Kajian Sastra. Gorontalo: BMT "Nurul Jannah “
3 Ibid., p.60
As a presentation of life, character in film can be regarded as a human character of social being in real life. Their motivation, behavior, needs, thought and feeling can be equally treated and understood as a human character.

On the other hand, motivation is an important element in the development of a person because it leads to the fulfillment of his or her needs. Life is matter of choice and plays a vital role in the choosing process. People who accomplish great things in their lives do not become success just by doing nothing. They accomplish their work by having to do work hard to reach their goals.

In reality, the writer believes everyone has motivation in their life. Maslow describes human as a creature that never fully satisfied. For human, the satisfaction is just for a while. If one desire gets the satisfaction then other desire will appear to sue a satisfaction, and so on. Maslow calls it as a contemporary satisfaction. Motivation is a basic need to minimize physical pain and maximize pleasure, or it may include the specific needs. The basic need of human nature is physiological need such as eat, sleep, sex, etc. Furthermore according to Maslow safety need is about being is safety and secure but after the physiological need fulfilled. Such needs might be fulfilled by living in a safety area, medical insurance, job security, financial reserves, etc. The next need is love and Belongingness Needs which include needs for belonging, love, and affection. Relantionship such as friendship, families help to fulfill this need for companionship and acceptance. The next is Esteem Needs (eaither our self, self-esteem , or others) which include the need for things that reflect on self-esteem,
personal worth, confidence, achievement. The last is self-Actualization needs; this is the highest stage Hierarchy of Human Needs.

In this thesis, the writer uses a film as a research object. In film Hitch, it can be seen that the writer presents the story because the film tells about professionalism, struggle and true love that have been acted by the character which can representing Maslow’s motivation. This film is one fine work of art which is directed by Andy Tennant.

The story is about a professional “love consultant” or a consultant known as Alex Hitch a.k.a Hitchen (Will Smith) who helps men in art or having the perfect date with the woman of their dream. While coaching one of his client, Albert Breneman (Kevin James) who is assigned to write about Allegra and also to unmask the date consultant “hitch” after one of his client (whom Hitch refuse to work with) has a one night stand with Sara’s best friend.

However Albert and Allegra’s relationship continues to progress, Hitch finds that none of his tested methods are working on himself, despite being a master of art. Finally, hitch confronts Allegra and convinces her the startling discovery that he does not really do anything significant, and most his customers really are successful. In the end Albert and Allegra get married and celebrate their marriage with Hitch and Sara, who are back together again.

The reason why the writer chooses this literary work is because it shows the motivation of the main character to satisfy all of his needs. Showed in the film, Hitch is fulfilling the hierarchy of needs and reaches the self actualization in the end. With
all the aspect of needs he performed, he can be analyzed by Maslow’s Hierarchy of Needs.

B. Focus of Study

The research in this thesis is dealing with the main character in the film. The writer focuses the research only in revealing the character’s side of needs. Here than the writer only focus on Hitch (as the main character) in fulfilling the Hierarchy of Need based on Abraham Maslow.

C. Research Question

1. How are the characteristics of the main character presented in the film Hitch?

2. How is hierarchy of needs of the main character revealed in this film?

D. Significance of the study

The writer believes that this research has benefit that especially for her and generally for academic and practical. Academically, the study is partial fulfillment of the requirements for the Degree of strata One, Adab and Humanities Faculty, State Islamic University of Syarif Hidayatullah Jakarta. Practically, the writer can help everyone who wants to more understand about Hierarchy of Human Needs by Abraham H. Maslow’s theory.

E. Research Methodology

1. Research Methods

   Based on the background of the study and the objectives of the research, the writer uses descriptive qualitative method where the writer describes and analyzes the data. It can be said that the data will be analyzed
qualitatively. By using the method, the writer will do the research by describing and analyzing the main character of Alex Hitch in *Hitch* film. Descriptive analysis is description data in words or image type, in not numbers type. Data for qualitative researcher sometimes in the form of notes, in not numbers type. It includes written or spoken word, images, recoding, document, memorandum, etc. Descriptive qualitative approach is the view that all the things that a nonexistens system of sign that should be underestimated, are all important, and all of them have an influence and relation with others. Using this approach, the writer hopes that is giving understanding what the analysis.

2. Data Analysis

The writer will explain the data qualitatively. The writer uses Hierarchy of Human Needs of Abraham Maslow’s approach based on critical study and sharp analysis to the qualitative data. In this research the writer will describe the collected data. Data are selected by watching the film, reading script, noting some important data and browsing internet.

3. Instrument

The instrument of the research is the writer himself. The writer as the subject of the research is watching the film *Hitch* film, understanding, identifying, analyzing the related data according to the psychological approach based on the theory of hierarchy of needs by Abraham Maslow.

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4. **Unit Analysis**

Unit of analysis that is used in this research is the film Hitch by Andy Tennant and supported by the script published in 2005 by Columbia Picture.

5. **Time and Place**

This Research was taken place in march 2015 when the research was at ten semester 2015 at English Latters Departement Culture and Humanities Faculty Syarif Hidayatullah State Islamic University Jakarta. Main library of uin and other libraries which can give references and information about the data needed.
CHAPTER II
THEORETICAL FRAMEWORK

A. Previous Research

The writer of this thesis does not find any analysis of character movie which put *Hicth* as subject. So this time the writer will reveal research related to the same theory, namely Maslow’s theory. The writer found some film analysis that using theory of motivation by Abraham Maslow, including the thesis of students of UIN Syarif Hidayatullah Jakarta such as *A Main Character Analysis of My Sister’s Keeper Movie Using Hirarchy of Human Needs of Abraham H. Maslow Theory*, and *Shopping Behavior As The Reflection of The Hierarchy of Human Needs on The Main Character In the Film Confession of A Shopaholic*.

First, the research titled *A main Character Analysis of My Sister’s Keeper Movie Using Hirarchy of Human Needs of Abraham H. Maslow Theory* written by Febri Indah Sari, student of UIN Syarif Hidayatullah Jakarta in 2011. The object of the study was the analysis of the American drama film titled *My Sister’s Keeper*. Directed by Nick Cassavetes and starring Cameron Diaz, the film was produced in 2009.

Febri find motivation of the main character through her life and to solve her problem in this film reflect the needs based on Abraham Maslow’s theory of The Hirarchy of Human Needs. The writer discussed characteristics of the main character,
Rebecca Bloomwood, which in turn influenced herself in fulfilling her needs. The writer reveals the needs of the main character based on theory and focus on the three needs, they are Physiological Needs, Safety Needs, and Love and Belongingness needs. The writer then found that the main character and fulfill all of the three level of needs.

The other research about theory of Motivation by Abraham Maslow, entitled *Shopping Behavior As the Reflection of the Hierarchy of Human Needs On the Main Character In the Film Confession of A Shopaholic*. Written by Erlina Pranistiasari, student of UIN Syarif Hidayatullah Jakarta in 2011. The object of this study is Confession of a Shopaholic American romantic comedy film based on the shopaholic series of novels by Sophie Kinsella. This film directed by P.J. Hogan and produced in 2009.

In this research, Erlina uses descriptive qualitative method is aimed to find how the character of Rebecca Bloomwood as the main character and her shopping behavior in this film. Erlina identifies the character’s characteristics and her shopping behavior because they influence the main character attitude in fulfilling her needs. The needs of the main character is analyzed based on Maslow’s theory from the lowest to the highest stage of Maslow’s theory to identify the stage of needs related to shopping behavior of the main character.

In this research, the writer uses Hitch as the unit of the analysis to reveal the motivation of the character using Maslow’s Theory. If further tells how the character
fulfilling the needs of the 5 stage. So far the film has not been studied from Maslow’s theory.

B. Definition of Film

Film is storytelling medium that has many same elements with the short story and novel or short story than film because novel or short story is written to be read and frozen in printed page, whereas film is written to be performed, rely on spoken words, depends greatly on visual and other nonverbal elements that are not easily expressed in writing.5

Film is a series of moving picture recorded with sound that tells a story, show on television or at the cinema or moving theater.6 The movement is because of limited of human eyes and brain ability to catch changing picture. Film gives individual imagination and entertainment that enact a story by a sequence of image giving the illusion of continuous movement.

According to Ankersmith⁵ the change from one to other is so quick at least 16 times per second that the eye has no time to appreciate the stillness of each picture, but blends the whole sequences into continuous movement. Film is not always as an entertainment but also recognized as an art form. Boggs and Petric say “ the tremendous expense involved in producing motion pictures reminds us that films is

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both industry and an art film. Film also employs the compositional elements of the visual arts.\textsuperscript{7}

C. Character

Character is a person who makes up the telling of story. The story cannot be showed without the presence of characters, because the characters have the vital role to work within the telling story. In addition, they can be identified not only the people but also folk, animal and the popular human. The quality characters can be describe by external qualities and internal qualities. External qualities include the character’s physical apperance, physical nature, manner of speech and accent, manner of getting dressed, social status, class, education, friends family, and community interest. Besides that, internal qualities include of the background of the characters such as family, environment, occupation, mental characteristic and character’s belief. Below is the definition of character stated by Henderson:

“Character refers to the people authors create to inhabit their stories. Character should be believable and consistent. Being believable means not that all characters be like people we have know but they believable in the context of the story. Consistently requires not that the characters remain exactly the same, but that any change in character be sufficiently by what happen to them in a story.”\textsuperscript{8}

\textsuperscript{7}Josep M. Boggs and Dennis W. Petrie,\textit{ The Art of Watching film, 5\textsuperscript{th} edition} (New York: Mayfield publishing company, 2000), p.3.
From definition above, it can be well understood that character belongs to people in a story. Character has to be suitable with the story situation that happens in it and the character will be just changed if there is something, which causes it.

There are several definitions of character. According to X. J. Kennedy, a character then is presumably an imagined person who inhabits a story. Characters may seem flat and round, depending on whether a writer sketcher or sculpture them. A flat character usually has only one outstanding trait or feature and tends to stay the same throughout a story and round character, however, present us with more facets that is, either author portrays them in greater depth and more generous detail and often changes.\(^9\) Round characters are more complex than flat characters, and often display the inconsistence and internal conflict found in most real people. They are more fully in developed and therefore are harder to summarize. There are two kind of character according to Robert Di Yanni;

a. **Main Character**

Main character is the important figure. It always appears in the whole story as the character is involved in most of the event. According to Robert Di Yanni. Main character is not always one but two and it may dominate in a story, and it is an important figure at the center of the story itself.\(^{10}\)
b. Sub Character

The existence of the main character is fully helped by the others characters; they are sub character. According to Robert DiYanni, sub character is partly to illuminate their major characters, and they remain the same from the beginning of work to the end. 11

D. Characterization

Characterization is the process of the actor's interpreting a character in a movie. 12 In other words, characterization is the way character shows or describes their characteristics in the movie. In literary work, characterization can be seen through direct and indirect characterization 13, but in analyzing a movie we need more than that. According to Boggs, 14 characterization in movie can be divided into eight ways, they are:

a) Characterization through appearance

Appearance holds the big role in the characterization because most of film actors project certain qualities of character the minute they appear on the screen. People can see actor's outfit, the way they walk, facial expression, their clothes, physical build, mannerism, their nature, and that make a certain

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11 ibid p. 35
12 Barsam, pp. 137
13 Gordon and Kuehner, p. 98
opinion about the characters. Even though our first impression of the character will change through the story progress, but it is an important means of establishing character.

b) Characterization through dialogue

If we watch a movie, we will serve by many dialogues that the actors played. Dialogue can be occurring with two people or only one person (if the actor talks to himself). The character’s true thought, attitudes, and emotions can be revealed in subtle ways through word’s choice and through the stress, pitch, and pause patterns of their speech. Actor’s dialogue can showed who they are by the choice of word, grammar, sentence structure, and dialects. It can show the character's class, economic levels, educational background, and others. The meaning in a dialogue can reveal meaning not only by what it is said, but also how it is said.

c) Characterization through external action

The character in the movie will be more than instruments of the plot, that they do something for a purpose, out of motives that are consistent with their overall personality. However, there should be a strong connection between a character and what he does.

d) Characterization through internal action

The characters in a story must have something inside them. There is something that the observer (analyzer) does not know about, that is internal action. Internal action can be a character’s minds and emotions, unspoken
thought, daydreams, aspirations, memories, fears, and fantasies.\textsuperscript{15} The way filmmaker makes the observer knows about it is by taking them visually or aurally into the character’s mind so that they see or hear the things that the character images, remembers, or think about.

e) Characterization through reactions of other characters

The way other character looks to the main character is also important in characterization. They can give us some information and also their thought about the character. They can do it even before the main character appears in the movie.

f) Characterization through contrast: dramatic foils

Dramatic foils are one of the effective techniques to characterize the characters in a movie. This technique is contrasting characters whose behavior, attitudes, opinion, lifestyle, physical appearance, and so on are the opposite of those of the main characters.

g) Characterization through caricature and leitmotif

The word \textit{Caricature} is from the technique used for cartooning.\textsuperscript{16} Caricature including a physical feature, such as the way a person moves, voice qualities, and accent. While \textit{Leitmotif} is the repetition of a single action, phrase, or idea by a character until it becomes almost a trademark or theme song for that character.

\textsuperscript{15} Ibid, p. 62
\textsuperscript{16} Ibid, p. 65
Characterization through choice of name

This method is also can be used to see the characterization in the movie. We can see the character's name from the qualities of sound, meaning, or connotation.

Barsam\textsuperscript{17} said that character in the movie, whether round, flat, major, minor, or marginal, does not necessarily arouse our sympathy. He concludes that there are several ways to characterize the characters, we can see it: from their traits, motivations, and actions; from the ways in which a narrator or other characters describe them; and from the style in which the actors who play them interpret them.

As narrative movies developed through their history, filmmakers increasingly left things out of their movies’ characterization, or left them implicit, or left them to viewers to determine, that it makes the writer needs to analyze it so we can know the characteristic in the story and what the motive of the character in doing her actions.

E. Hierarchy of Needs Theory

In this extrinsic approach, the writer uses theory of human needs from Abraham Maslow. The human needs arrange themselves in hierarchies of pre-potency. That is to say, the appearance of one need usually rest on the prior satisfaction of another, more potent need. Man is perpetually wanting animal. In addition, no need or drive can be treated as if it was isolated or discrete because every drives is related to the state of satisfaction or dissatisfaction of other drives. Classification of motivation must be based upon goals rather than upon instigating

\textsuperscript{17}Barsam, p. 136
drives or motivated behavior. Any goals must be understood to be channel through which many basic needs may be simultaneously expressed or satisfied. Typically, an act has more than one motivation.

The basic of Maslow’s theory is that human being is motivated by unsatisfied needs, and that certain lower needs have to be satisfied before higher needs and can be satisfied. According to Maslow, there are general types of needs (physiological, safety, love, esteem, and self-actualization) that must be satisfied before a person can act unselfishly. He calls these needs as “deficiency needs”. As long as we are motivated to satisfy these needs, we are moving toward growth to self-actualization.

As depicted in his hierarchical diagram which is called “Maslow’s Needs pyramid or triangle. Maslow indicates that basic, low-level needs such as physiological requirements and safety must be satisfied before higher-level needs such as self-fulfillment pursued. Maslow takes this idea and creates this famous hierarchy of needs. Beyond the details of air, water, food and sex, he laid out five broader layers: the physiological needs, the needs for safety and security, the needs for love and belonging, the needs for esteem, and the needs to actualize the self, in the order.

a) The Physiological Needs

The needs that are usually taken as the starting point for motivation theory are the so-called physiological drives. Two recent lines of research make necessary to revise our customary notions about these needs: first, the development of the
concept of homeostasis, and second, the finding that appetites (preferential choices among foods) are a fairly efficient indication of actual needs or lacks in the body. Homeostasis refers to the body’s automatic efforts to maintain a constant, normal state of the blood stream.\textsuperscript{18}

Additional, physiological needs consist of needs for oxygen, food, water, and this list could extended to include other the hormones, vitamins, etc. Undoubtedly these physiological needs are the most proponents of all needs. What this means specifically is that in the human being who missing everything in life in an extreme fashion. It is most likely that the major motivation would be the physiological needs rather than nay others. A person who is lacking food, safety, love, and esteem would most probably hunger for food more strongly than for anything else.\textsuperscript{19}

\textbf{b) The Safety Needs}

If the physiological needs are relatively well gratified, there then emerges a new set of needs, which we may categorize roughly as the safety needs (security; stability; dependency; protection; freedom from fear, from anxiety and chaos; need for structure, order, limits; strength in the protector; and so on). They may serve as the almost exclusive organizers of behavior, recruiting all the capacities of the organism in their service, and we may then fairly describe the whole organism as a safety-seeking mechanism.\textsuperscript{15}

\begin{flushright}
\textsuperscript{18} Maslow, Abraham H. Motivasi dan Kepribadian Jilid 1 : \textit{Teori Kepribadian dengan Pendekatan Hierarki Kebutuhan Manusia} (Jakarta: Pustaka Binaman Pressindo) p. 43
\textsuperscript{19} Ibid., pp. 44-45
\textsuperscript{15} Ibid.,p.47.
\end{flushright}
c) The Love or Belongingness Needs

If both the physiological and the safety needs are fairly well gratified, there will emerge the love and affection and belongingness needs, and the whole cycle already describe will repeat itself with this new center. Now the person will feel keenly, as never before, the absence of friends, or a sweetheart, or a wife, or children. He will hunger for affectionate relations with people in general, namely, for a place in his group or family, and he will strive with great intensity to achieve this goal. He will want to attain such a place more than anything else in the world and may even forget that once, when he was hungry, he sneered at love as unreal or unnecessary or unimportant. Now he will feel sharply the pangs of loneliness, of ostracism, of rejection, of friendlessness, or rootlessness. The facts that the love needs involve both giving and receiving love.

d) The Esteem Needs

All people in your society (with a few pathological exception) have a need or desire for a stable, firmly based, usually high evaluation of themselves, for self-respect, or self-esteem, and for the esteem of other. These needs may therefore be classified into two subsidiary sets. These are, first, the desire for strength, for achievement, for adequacy, for mastery and competence, for confidence in the face of the world, and for independence and freedom. Second, we have what we may call the desire for reputation or prestige (defining it as respect or esteem from other

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20 Ibid., pp. 53-55.
21 Ibid., p. 45.
people), status, fame and glory, dominance, recognition, attention, importance, dignity, or appreciation.\(^22\) Satisfaction of the self-esteem need leads to feelings of self-confidence, worth, strength, capability, and adequacy, of being useful and necessary in the world. But thwarting of these needs produces feeling of inferiority, of weakness, and of helplessness. These feeling in turn give rise to either basic discouragement or else compensatory or neurotic trends.\(^23\)

e) **The Self-actualization Needs**

Even if all these needs are satisfied, we may still often (if not always) expect that a new discontent and restlessness will soon develop, unless the individual is doing what he, in person, is fitted for. A teacher should teach, a song writer writes lyrics, an artist must performs, if he is to be ultimately at peace with himself. What a man can be, he must be. He must be true to his own nature. This need we may call self-actualization.

The specific form that these needs will take will of course very greatly from person to person. In one individual it may take the form of desire to be an ideal mother, in another it may be expressed athletically, and in still another it may be expressed in painting pictures or in inventions. At this level, individual differences are greatest.\(^24\) Maslow warned that the motivation of growing and actualizing themselves different from the urge to satisfy hunger, thirst, or libido which aims to

\(^{22}\)ibid. pp.55-56
\(^{23}\)ibid
\(^{24}\)Ibid., pp.56-57
reduce to tension, which needs to grow, is of utmost importance in sustaining life. In this needs, Maslow focused on growth to higher level. 

In conclusion, Maslow argues that the human being have many needs. Maslow divides the five levels of basic needs, such as: 1. Physiological Needs of so-called basic human needs for food, oxygen and water; 2. Safety Needs or it could be called a security needs. It means that every human beings has the awareness of the importance of safety and security; 3. Love and belongingness Needs for every human being describes that they cannot live alone, they need to be accompanied, to share affection and love; 4. Esteem Needs means that the recognition or judgment of others against him, every human want to be recognized that a person has the achievement, because basically they need recognition and reputation for what they did; 5. Self-Actualization Needs, it can also be said for actualization needs, every human needs a space to actualize himself as a conscious human being that has the ability if individuals to form different actualization.

The following diagram shows Maslow’s Hierarchy of Human Needs, represented as a pyramid below:

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Maslow’s Hierarchy of Human needs is often displayed which of five levels. The four levels are classified together as deficiency needs “D” (“motif D”): physiological Needs, Safety Needs, Love and Belongingness Needs, Esteem Needs. The last level is often called “being” level (“Level B”, with “a value of B” or “motif B”), Self –Actualization Needs. The basic concept is that the higher needs in this hierarchy come into focus once all the needs that are lower don in the pyramid are mainly or entirely satisfied. 

CHAPTER III

RESEARCH FINDING

In this chapter, the writer analyzed the main character and the characterization in the film *Hitch* and further discussed about Maslow’s Hierarchy of Need in *Hitch*. It has been explained in the theoretical framework that the main character is a character who leads an important role in the story. In identifying the main character, it depends not only on character’s appearance that we must observe, but also on the intensity of his or her involvement in the story events that develop the entire story.

In this research, the writer has identified that the main character is Alex Hitchens. Hitch lives in a house by. Here in the film, Hitch is a professional or consultant of love. Several men who have problems with romance comes to Hitch to find his advice in order to get a date..

A. Character Analysis of Hitch

Characterization is the way the author presents the character. Therefore, characterization is the way to describe the personality of the character, and how the character acts. In this research, the writer analyzes the characteristics. Alex Hitchens, the main character in the film.

1. Confident and Brave

Alex Hitchen is a confident person. Confidence is needed by Hitch who is also known as a consultant. It is because for being a love consultant, Hitch has several
theories which help other men to get women for their love. His confidence is obviously seen when Hitch and his friend are playing billiard, suddenly his friend gazes two beautiful women across the pool table. Unfortunately, those women are surrounded by many men who want to get close with the women. Then Hitch offers his friend whether he wants to bring the women to the pool table, so that they can have small conversation. But his friend refuses Hitch’s offer, because there are many men around the women and besides that his friend has married. Confidently, Hitch comes to approach the women and he gives money and orders a drink to her, although he knows that actually she is not a waiter. Obviously that condition makes the woman is mad at him because for being considered as a waiter, then she walks over Hitch and explains that she is not a waiter. Hitch only smiles when the woman says that, then he says to the woman, actually he knows that she is not a waiter, but that is the only way to get her out from those men who are surrounding her and her friend. Lucky for Hitch, after the women listens to Hitch’s explanation, she is impressed after what Hitch has done in approaching her.

Picture 1. 00:13:06
Hitch : Do you want me to get them and bring them over here?
Friend : No, don’t do that.
Hitch : Are you saying you don’t want to talk to them because you can’t go home with them. I’ll go get those girls, bring them over here... Hey, baby, can I get a couple Coronas at the pool table, please? Thanks.
Woman : Hey, asshole, I don’t work here.
Hitch : I knew you didn’t work here.
Woman : You did?
Hitch : How else was I supposed to get you away from all those guys?
Woman : Why would you want to do that? (00:13:06)

Certainly the condition above explains that Hitch is a confident who does something bravely. For certain men, they will not have confidence to bear a situation like that.

Another example of Hitch confidence is also seen when Hitch tries to get closer to Sara, a woman who is sitting alone in the bar with a glass of Martini on the table. Seeing the situation, Hitch knows that Sara is having a problem, therefore he tries to get in touch with Sara. Unfortunately, when Hitch wants to approach Sara, there is another man who has already stood before her. That man also intends to get closer to Sara, so Hitch pulls back his intention for approaching her, but he still listens to the conversation between them both. Unfortunately, Sara is not interested to have a conversation with him, but the man keeps talking. Knowing that the man is refused by Sara, Hitch puts smile upon his face and walks over Sara, it is the time for him to take a chance. After that, Hitch confidently comes over to Sara and pretends as Sara’s boyfriend. Lucky for Hitch, Sara also responds his presence by pretending that Hitch is her boyfriend (See picture 2), as if that Sara waits for Hitch who comes late
to the bar. Knowing that Sara has a boyfriend then the man leaves them and Hitch continues his intention to approach Sara. Hitch introduces himself as a consultant without showing his intention and stays cool. Then Hitch introduces himself, his name and his job as a consultant and vice versa. She introduces herself a journalist on gossip column on Standard. By using his confidence, Hitch has succeeded to getting closer to Sara and he knows all information about her.

Those explanations above tell us about Hitch as a confident and brave man, certainly he needs confidence for his job as consultant especially in solving love problem. He is confidently using his theories to approach a woman and share his theory to another man who needs his help.

2. Care
Although Hitch is a man who runs his life by using his principles, he still cares to other people. It is seen when Hitch meets Albert, a man who wants to be his client, at the first meeting Hitch asks about the background of the woman whom Albert loves. Hitch says to Albert that he hopes the woman is single, because he does not want to ruin another man’s relationship. Then he explains that he is very uncomfortable if he has to break someone’s relationship, because he thinks it will definitely hurt a lot for the man. Besides that Hitch also had a lot of bad experience for being broken hearted, therefore he does not want to hurt someone. It means that Hitch cares to other people feeling although he does not know them well, still Hitch does not want to hurt their feeling for being broken hearted. See the conversation below:

Hitch     : I hope she’s single ‘cause I don’t do break-ups.
Albert  : Hi. Thank you for seeing me. Yeah, no I mean, she just out of a relationship. Is that a problem?
Hitch    : I’m a little uncomfortable with this anyway. Definitely been hurt a lot. I had a lot of experiences. (00:16:35)

Hitch’s care is also seen when he meets with another client, his name is Vance Munson. From the first meeting with Vance, Hitch knows that he is not a good man. Especially when Vance lies about how he meets the woman who he adores, he says that he meets the woman when he is buying pajamas for his mother. Hitch knows that Vance lies to him, therefore Hitch says the fact that actually Vance is buying lingerie for another woman and Vance admits what Hitch has said is true. Moreover when Hitch hears that Vance only wants to have sex with the woman, it makes Hitch mad at him so that he refuses Vance to be his client. Hitch thinks that Vance will make
another woman disappoints because of his attitude. Besides that Hitch also thinks about the woman’s feeling if Vance dumps her, after having sex. Certainly that condition will hurt her feeling and Hitch can understand what will happen because he cares of other feeling. Hitch does not want to hurt anybody, either man or woman.

Vance : Actually, I was in a shop buying pajamas for my mom.
Hitch : And by that, of course, you mean… You were buying lingerie for another woman.
Vance : Yes, you can’t help where you meet somebody…and the lingerie is for a woman I’m no longer seeing…I think things aren’t gone snap back unless I…Unless, I bang her.
Hitch : I think you may have misunderstood what I do exactly.
Vance : Right ! but, see, here’s the thing.
Hitch : My clients actually like women. Hit it and quit it is not my thing.( 00:30:53)

Those explanations above show that Hitch cares of someone else feeling either man or woman. It is because he does not want to hurt anyone; he has a lot of bad experience for being hurt. Therefore he does not let anyone experiences the same.

3. Braggart

Although Hitch is known as a consultant and talks a lot about his principles to approach a woman easily, but still he has difficulty to get along with the girl who he really loves. Finally, Hitch realizes that he really falls in love with Sara. For being braggart man is obviously seen when Hitch tries to apologize to Sara, so Hitch comes to her apartment in intending to ask for her forgiveness and say that actually that he loves her very much. Unfortunately, when Sara opens her door and starts to talk, he becomes nervous. Hitch cannot speak as well as like before, so that he grumbles about himself for being nervous and that condition makes Sara feels curious. Because
he cannot speak well before Sara, so he asks Sara to close the door, so that he can speak well through behind the door without looking at Sara’s face. It means that actually Hitch is a braggart, because he gives many advices to his clients in approaching women who they loves as if that he is the master of approaching a woman, but meets the woman who he loves, he becomes nervous and cannot speak well as before.

Hitch : Look. I just wanted to stop by, basically. See….. This is the thing. This is weird. I don’t have me behind the door, you know. Close your mouth (grumbles to him) because I knew at some point I’d be… Right here. But I thought that…. Everything would come out, but it’s like… Throwing me off. Can we close the door?

Sara : What?
Hitch : I’m sorry. Just, can we…I just need… (01:44:51)

It means that Hitch is just a person who can only talk sort of theories but cannot implemental for his own sake. He always gives a lesson theory about kissing as if that he is the master of kiss, but the fact he is just a braggart because he tries I previously.

4. Smart

As consultant of love, Hitch must have a solution to be shared to the client. These theories are theories in which the client can have a chance to has a relationship with a woman. Hitch is a smart man seen from the way he speaks and thinks. At the beginning of the film, Alex Hitch explains his theory, he helps men to approach women. He said that every man has an opportunity for everything, including approaching a woman. And it is his job to create the opportunity. He believes that 60% of all human communication is nonverbal, mostly they uses their body as
language, 30% of them use their tone, so it means that 90% what they are saying is not coming out of their mouth. That is the principle which he always uses to attract woman.

Hitch: well which one is it? 60% of all human communication is nonverbal body language. 30% is your tone, so that means that 90% what you’re saying... is not coming out of your mouth. Basic principle: No matter what, no matter when, no matter who... any man has a change to sweep any women off her feet. (00:01:56)

The explanation about Hitch is smart man visible from the way he explains about his theory and how he creates a theory to someone in order to have the opportunity to get the love of a woman. It shows the experiences he has previously that he learns from.

5. Responsible

Being responsible man, Hitch comes to help his client to fix the thing that he ruins Hitch’s identity as a love consultant is revealed by Sara, Albert comes to Hitch place and asks his favor Albert wants Hitch to fix his relationship between he and Allegra, because after Allegra knows about the love consultant. Thing, she does not want to call Albert anymore and he will do anything just to be connected with Allegra. For the first time, Hitch refuses to help him because Hitch thinks that he has lost his power to be a love consultant so that Hitch cannot help him anymore. Then Albert is mad when he hears what Hitch says, Albert thinks that Hitch is coward because Hitch sells his product, but Hitch does not believe his own product.
Albert: I want you to fix it
Hitch: I got nothing, Albert
Albert: oh my God. You just don’t get it, do you? Let me get this straight. You’re selling this stuff, but you don’t believe in your product.
Hitch: Love is my life. No, love is your job. (01:39:04)

After Hitch listens to every single word which Albert said to him, he finally realizes that he does not know what is felt by Albert, so that, he gets a cab and goes to Allegra to explain the whole story about him and Albert. After Hitch arrives in the Allegra place, he explains that he only helps Albert to create an opportunity to get close to Allegra. Then Hitch asks Allegra, whether she will notice Albert if the situation in the boardroom never happens. Finally Allegra confesses that actually she really loves Albert. After listening to Hitch’s explanation, Allegra believes in his explanation. Then Albert comes and he is mad when he sees Hitch talking to Allegra. He thinks that Hitch tries to take his girl, but finally Allegra explains that Hitch comes to that place only to explain the whole situation. See the picture
Hitch : My job is not to deceive, Miss Cole. It’s to create opportunities.
Allegra : Like the boardroom
Hitch : Would you have noticed him otherwise?
Albert : You sail off into the sunset with my girl? You were like a brother to me!
Allegra : He come for you. (01:43:09)

From the explanation above, it can conclude that Hitch is responsible. With his wisdom he comes to Allegra to fix the things he ruins. From the analysis of the character above Hitch is confident and brave. He is confident for his job especially in solving love problem, and then he is very care of someone else feeling either man or women. Hitch is also Smart and he always has an idea to be suggested for his client for getting a dinner with who someone love. The other characteristics of hitch is braggart. The last of his character is responsible, Hitch is very responsible with his job for example when he gets the problem with his client and he quickly cleared up.

In this chapter, the writer analyzes the motivation of the main character by using motivation theory in Hitch.
B. The Analysis of The Main Character

The basic principle of Abraham Maslow’s theory is that human beings are motivated by their unsatisfied needs, and their certain lower needs have to be satisfied before higher needs can be achieved. According to Maslow, there are general types of needs, as follows:

1. Physiological needs
2. Safety needs
3. Love needs
4. Esteem needs
5. Self-actualization

A) The Physiological Needs

The physiological need consists of physiological needs and those needs are: breathing, food, water, sex, shelter. According to Abraham Maslow theory, in the lower level of Hierarchy of Human Needs is Physiological Needs, a batch of basic needs which is the most urgent in satisfaction because it related with biological maintenance and viability. It’s satisfaction cannot be postponed like basic maintenance and viability. Its satisfaction cannot be postponed like basic biological needs such as shelter, food, and drink. These needs will be urgent if the needs have not been satisfied yet. Human does not switch into order needs before these needs are fulfilled.

28 Ibid. p.199.
In *Hitch*, Hitch is never lack of basic needs fulfillment. Hitch as the main character is an independent man. He has a good thinking and educational background. This condition makes Hitch does not have any difficulty to fulfill his basic needs such as shelter as we can see in some of the dialogue and scenes.

The picture shows that Hitch prepare dinner together with Sara and Hitch open the door for Sara. The writer concludes that Hitch has a house or apartment to live in.

The other evidence which support the explanation of Hitch’s fulfillment in physiological needs is when Hitch wants to have a dinner with Sara to get some food, to treat the discussion below shows the ability of Hitch in fulfilling the basic need: food/ hunger. In food need, he wants to treat Sara for having a date (Dinner) with him. It shows that she has the money to buy food, in this case the physiological need of hunger is being fulfilled.

Hitch : I was wondering if you’d mind taking it down for dinner Friday night. Over
Sara : I can’t. I have a couple of parties, I have to hit.
Hitch : Breakfast, Sunday. And you can barely even call that a date.
Hitch’s physiological need is also seen when he stays for a night in Sara’s apartment. It is because Hitch drank too much medicine in order to heal his allergy after eating seafood. Meanwhile, the medicine contains alcohol which makes him feel unconscious. When Sara wakes up, she does not find Hitch in her apartment, at first she thinks that Hitch has left her place, but in the next few minutes Hitch comes back with breakfast in his hands. It means that he is able to afford.

From the analysis above, it is seen that his an ability to satisfy his physiological needs. He can fulfill his basic physiological needs.

B) Safety Needs.

After Hitch’s physiological needs are fully satisfied, his needs develop to the higher needs or move to the next level, the safety needs. People have a desire to get safety and security in their environment. At the Maslow pyramid, it is mentioned that Safety Needs means need that pushes someone to fulfill peaceful, assurance, and
regularity from surroundings. Maslow also mentioned that safety needs means a person feeling of safety in security of body, of employment, of morality, of the family, of health and property. Hitch can fulfill these. He can to feel secure by having a job, so that he does not have to be worry about his security in financial. It is seen when Hitch tries to introduce himself in front of Sara, he mentions his name and his profession as consultant. Although his profession as a dating doctor cannot be mentioned as a real job which makes him always stay in the office, or in other words he does not have a real office of his own. But still as a dating doctor with client, Hitch can earn money so that he can fully feel secure. See the quotation a picture:

Picture 10. 00:28:39

Sara : I wouldn’t even know what that would look like. So what would a guy like that say.
Hitch : He’d say, “My name is Alex Hitchens and I’m a consultant.” (00:28:39)

First, he eats the food is seafood which is one of his allergy, so after Hitch eat it, suddenly he gets itchy and his face is swollen. So that Sara takes him to the drug store in order to get a medicine for Hitch’s allergy. At first, Hitch underestimates his allergy, but after having looked at the mirror he takes a lot of medicine for his allergy.

29 Ibid., p. 121
It means that Hitch is motivated to fulfill his safety need by taking a medicine for his allergy so that he will feel secure. See the quotation a picture:

**Picture 10. 01:03:08**

Hitch: Really, it is not that serious.
Sara: Benadryl

From the analysis above, it is obviously seen that Hitch can fulfill his safety needs in order to feel safe. Hitch has fulfilled his safety needs by earning some money from his job. He does not have financial problem. And he also can handle his health problem for his safety needs.

C) Love Needs

After *Physiological Needs* and *Safety needs* are well-satisfied, then it moves to the higher needs or the third needs which are *Love and Belongingness Needs*. Love is important thing that human has. Love is also a basic requirement for human growth and development. It means that people need to give and receive love with family, friends, wife, husband, or sweetheart.
The needs of love motivated Hitch to hold a friendship with Albert, although at the first, Albert is just his client who wants to get close with a woman so that he asks a help from Hitch who is known as dating doctor. But overtime, their relationship increases into a brotherhood. Albert friends at any time, even in the worst of times though, Albert even kept asking him to make him get a woman he likes that Allegra. This means, even if nothing bad happened but Albert who are like brothers remained side, he still has a sense of affection and attention on the Hitch and Hitch it to make better in the face of life. Hitch does not consider Albert as an ordinary client, but he is a brother for Hitch. It is seen that when Hitch’s identity is revealed in the media, he believes that he has nothing any more as dating doctor after it is revealed. Albert wants Hitch to help by fixing his relationship between him and Allegra, but Hitch refuses it, because his identity is revealed and he does not have any desire to be a dating doctor anymore. Although Hitch says that he refuses to help Albert, still he goes to the Allegra’s place to explain that Albert really loves her very much and clarifies everything which he has done for Albert. Unfortunately, when Hitch and Allegra are talking suddenly, Albert appears. When Albert sees Hitch and Allegra, directly he hits Hitch. Then Allegra explains that actually Hitch comes to her place for Albert. Finally, Hitch tells Albert that he is like a brother to him; therefore Hitch does not intend to disappoint Albert.
Albert : You sail off into the sunset with my girl?
Hitch : You were like a brother to me
Allegra : He came here for you. (01:43:24)

The motivation of love is also motivated Hitch to find another love. Cressida is just a past for Hitch, therefore he is motivated to fulfill his love needs by trying to find a love from Sara. It is seen when Hitch makes a call with Sara after he stayed in her apartment. He says that just hearing her voice makes him smile. It obviously shown that Hitch falls in love with Sara. Although he does not see her face only by hearing Sara’s voice, it is enough to make him feels happy. Then they ask about the condition of themselves.

Hitch : That’s crazy. Just hearing your voice makes me smile.
Sara : How are you?
Hitch : I’m good, I think.

Hitch’s love to Sara is also seen when Sara packs her stuffs in her Apartment, Hitch comes to her place after realizing that he loves Sara. So that he wants to reveal his real feeling to Sara. Unfortunately there is another man inside of Sara’s apartment, the man helps Sara to pack her stuff. Hitch knows that there is another man who helps Sara, so that he tries to convince her by ignoring the man and saying his true feeling about Sara, although he actually disappoints by seeing another man in her place. Then
Sara introduces the man as Tom Reda to Hitch. Still he tells Sara that no man can ever love her like he does. Actually Tom is husband of Sara’s sister and Hitch does know it until he is told by Sara when they meet her sister, Maria. Knowing that Tom is Sara’s sister in law, Hitch smile.

Picture 14. 01:48:40

Hitch : I don’t know who this is, and I don’t care. What I do know is he’ll never feel about you the way I do.
Tom : You know how to drive a stick?
Sara : Both of you shut up!
Hitch : And there’s only person that makes me feel like I can fly. That’s you.
Sara : This the guy I was telling you about. Hitch that’s my sister, Maria And that’s her husband, Tom. (01:48:40)

The analysis above explains that Hitch has love and belongingness. So he can fulfill his love and belongingness needs from his friends and women who then becomes his girlfriend.

D) The Esteem Needs

The esteem needs are divided into two: internal esteem or self-esteem and external esteem or esteem for other.

1. The Self - Esteem
After a person can fulfill the third need that is love needs then Hitch is also motivated to fulfill his self-esteem needs by trying to achieve a decent life. It is obviously seen when Sara comes to Hitch’s house. In his place, Sara is fascinated by the decoration of his house. There are many expensive things inside his house. Then she quips about his achievement for having much expensive stuff, and asks about his business, she thinks that Hitch has succeeded to buy many expensive things from his business. After having years become a dating consultant, Hitch can buy many expensive things in his place by earning money from the business and it is his reward for helping men to find their lovers.

![Image](image_url)

Picture 15. 01:24:25

Sara : Wow … So this is it.
Hitch : Yeah, this is it.
Sara : Business must be good
Hitch : Well, it has its rewards. (01:24:25)

Hitch can to fulfill his self-esteem needs by being confident; it is shown when he is also known as a love consultant. It is because for being love consultant, Hitch has several theories which helps others men to approach women. His confidence is obviously seen when Hitch and his friend are playing billiard, suddenly his friend gazes two beautiful women across the pool table. Unfortunately, those women are
surrounded by many men who want to get close with the women. Then Hitch offers his friend whether he wants to bring the women to the pool table, so that they can have small conversation. But his friend refuses Hitch’s offer, because there are many men around the women and besides that his friend has married. Confidently, Hitch comes to approach the women and he gives money and orders a drink to her, although he knows that actually she is not a waiter. Obviously that condition makes the woman is mad at him because for being considered as a waiter, then she walks over Hitch and explains that she is not a waiter. Hitch only smiles when the woman says that, then he says to the woman, actually he knows that she is not a waiter, but that is the only way to get her out from those men who are surrounding her and her friend. Lucky for Hitch, after the women listens to Hitch’s explanation, she is impressed after what Hitch has done for approaching her.

Hitch : Do you want me to get them and bring them over here?
Friend : No, don’t do that.
Hitch : Are you saying you don’t want talk to them because you can’t go home with them I’ll go get those girls, ring them over here… Hey, baby, can I get a couple Coronas at the pool table, please? Thanks.
Woman : Hey, asshole, I don’t work here.
Hitch : I knew you didn’t work here.
Woman : You did?
Hitch : How else was I supposed to get you away from all those guys

Certainly the condition above explains that Hitch is confident, for certain men, they will not have confidence to bear a situation like that.
His confidence is also seen when Hitch tries to approach Sara, a woman who are sitting alone in the bar with a glass of martini of the table. Seeing the situation Hitch knows that Sara is having a problem, therefore he tries to approach Sara. Unfortunately, when Hitch wants to Approach Sara, there is another man who has already stands before her. That man also intends to approach Sara, so Hitch pulls back his intention for approaching her, but he still listens to the conversation between them both. Pity the man, Sara is not interested to have a conversation with him, but the man keeps talking. Knowing that the man is refused by Sara, Hitch puts smile upon his face and walks over Sara, it is the time for him to take a chance. For some people who see another person is being refused, probably they will not have confidence to approach the woman, but Hitch is the opposition. So that, Hitch confidently comes over to Sara and pretends as Sara’s boyfriend. Lucky for Hitch, Sara also responds his presence by pretending that Hitch as her boyfriend, as if that Sara waits for Hitch who comes late to the bar. Knowing that Sara has a boyfriend then the man leaves them and Hitch continues his intention to approach Sara. Hitch introduces himself as a consultant without showing his intention and staying cool. Then Hitch introduces himself, his name and his job as a consultant, then it is followed by Sara. She introduces herself as a journalist on gossip column on Standard. Just using his confidence, Hitch has succeeded to approach Sara and he knows all information about her.
Those explanations above tell us about Hitch as a confident man, certainly he needs confidence for his job as a love consultant or date doctor. Because he is quite confidently to use all his theories to approach a woman and share his theory to another man who needs his help.

From the analysis above, it is seen that Hitch can to fulfill his self-esteem needs by trying to have reputation and achievement. He has well-known reputation as a love consultant; in fact media mentions him as an urban myth. Besides that Hitch also has achieved his reward from becoming a love consultant, so that he can buy many expensive things and places them in his place.

2. The Esteem for Other

After Hitch has fulfill his self-esteem needs, his needs gains into esteem for other. He is motivated to fulfill it by trying to get respect from his client. It is seen
when Hitch meet his client, Vance. At first Hitch thinks that Vance is just an ordinary client who really falls in love with a woman, but after knowing Vance’s intention by asking his meeting with the woman, Hitch does not want to help him to be his client. Vance says that he meets the woman when he buys a pajama for her mother, but actually he buys lingerie for another woman and Hitch knows it. Vance is not a kind of person who wants to buy a pajama for his mother and Vance confesses it. Then Vance tells about his real intention, actually he only wants to have a sex with the woman and Hitch is mad after having heard Vance’s reason so that he refuses to help Vance. But Vance insists on asking for help from Hitch and he also holds Hitch’s hand hard. Certainly it shows that Vance does not respect Hitch decision by refusing him. In order to fulfill his esteem needs for other by using violence, Hitch pins Vance’s hand to his back as if that he wants to break Vance hand. Finally Vance change his mind by insisting on forcing Hitch to help him, then Hitch leaves Vance after having a respect from Vance.

Hitch : How’d you meet her?
Vance : Actually, I was in a shop buying pajamas for my mom.
Hitch : And by that, of course, you mean… You were buying lingerie for another woman.
Vance : Yes. You can’t help where you meet somebody …Unless I bang her.
Hitch : I think you may have misunderstood what I do exactly.
Vance : No, I was told you help guys get in there.
Hitch : My clients actually like women. Hit it and quit it is not my thing.
Vance : Let me make one thing clear to you, rabbi. I need professional help. You see what I’m doing? This is what I’m about. People can wince, cry, beg, but eventually they do what I want.
Hitch: So that’s, like, a metaphor. Well, I’m more of a literal kind of guy. So when I do this… This is more like me saying that I will literally break your shit off…if you ever touch me again. Okay, pumpkin?

Hitch also tries to fulfill his needs of esteem for other by getting respect from client Albert. From the beginning, it is explained that Albert asks for help from Hitch in order to make a relationship with Allegra Cole. Then Hitch gives a lesson about dancing, he asks Albert to dance, but Albert shakes his body like a gorilla and Hitch does not want to see those moves again. Hitch also forbids Albert to show that dance. So that Hitch shows him how to dance with making a good impression.

Hitch: Don’t ever…do that again. Do you hear me?
Albert: Just expressing myself.

Unfortunately, Albert does not listen to what Hitch has said to him, Albert still shows his original dance which makes him looks like a gorilla and pity for him there is a gossip photographer who makes the picture of his dance. So his dance is shown the first page of gossip column. Knowing that Albert is shown on the gossip column, Hitch is angry and he wants to listen about the explanation from Albert. Hitch is angry because Albert does not respect him by listening to what Hitch has said to him about the dance. So that Hitch explains that each man has only one opportunity to make the relationship becomes different. Albert listens to each word which has been mentioned by Hitch. Finally Albert wants to listen every advise from Hitch, it means Albert respect Hitch by listening and doing what Hitch tells him to do.
Hitch  : Tell me how this happened.
Albert : What? There were some photographers.
Hitch  : Does this even look like dancing to you?
Albert : That’s just a little bit of me being me.
Hitch : No, that’s you being a lot of something you don’t need to ever be again.
Albert : It just one dance.
Hitch : No. One dance, one look, one kiss. That’s all we get, Albert. Just one shot to make the difference…

Hitch also needs to get respect from other people especially his client who has a problem with love and woman and to feel confident. So that he can to fulfill his esteem needs.


The last level is Self- Actualization. After the main character can fulfill previous needs than the main character will come to this need. A person who can get self- actualization is a person who acts as an independent one, ignoring a social pressure, love freedom, and high personal needs. He has a complicated personality. As a result, he is may difficult to find, to value and to evaluate. People who have self-actualized are the seeking of self-fulfillments and the becoming “more and more

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what one is.” The person who has achieved this highest level presses toward the realization of all of his potentials; he works toward attaining the values of the true, the good, the beautiful and the perfect.\(^{31}\)

Hitch’s esteem needs are well satisfied. Furthermore, his needs increase to self-actualization needs. These needs motivate Hitch to help other men to get a date. Especially when he tells about his bad experience in his past at the college which motivates him to fulfill his self-actualization needs by being a dating consultant. He uses his own experience to be his learning which he has to share with other men who have love problem to make a relationship, so that he feels obliged to share his experience to other men by becoming a date consultant or dating doctor. He believes that by helping his clients to have a relationship makes him fulfill his self-actualization needs.

Hitch: Back in the college, I was just not one of them. I seemed to lack the basic understanding… That my peers just intuitively grasped but like any late bloomer, I was eager to make up for lost time. And it’s an education I feel obliged to pass on to my fellow men.

In order to fulfill his self-actualization needs, Hitch is motivated to help other men by opening an opportunity for them to have a relationship with women. It is shown when his identity as a dating doctor is revealed, there is a couple of lover appears when he walks out from his apartment, the woman knows the identity of dating doctor from the newspaper. The woman is suspicious that her lover, Tony has hired Hitch as his consultant in order to get close with her, and then she asks whether

their relationship has been interfered by Hitch by asking does Hitch know her lover or not, so the woman wants Hitch to clarify her relationship with her lover. Hitch answers that he does know her lover, but he mentions her lover’s name when Hitch intends to says goodbye to the couple. It shows that Hitch recognizes the man and it also means the man is Hitch’s client. In fact the man, Tony is Hitch’s client and Hitch has succeeded to help the man to have a relationship with the woman in order to fulfill his self-actualization needs.

The Women : Isn’t that the Date doctor?
Tony : He doesn’t look anything like him.
The Women : Excuse me. Do you know him?
Hitch : No
The Women : I want you to look me in the eye and tell me that he did not hire you.
Hitch : Ma’am, I have never seen this man before in my life. See you later, Tony.

Beside the explanation above, Hitch is motivated to fulfill his self-actualization needs by helping Albert to fix his relationship with Allegra. At first, Hitch refuses to help Albert after his identity is revealed on the newspapers and Hitch does not have anything left in his mind to help Albert. But finally Hitch changes his mind by going to Allegra’s place. He intends to help Albert by explaining the whole story about Albert’s feeling to her and at least it the last thing Hitch can do as a dating doctor. So he goes to Allegra’s place and explains the true about Albert’s feeling to Allegra and the whole story which actually Hitch does nothing to help Albert, he only creates an opportunity for Albert to get close with her. After having explained everything to Allegra, Albert appears suddenly and he thinks that hitch wants to take
Allegra for himself, but then Allegra explains that actually Hitch comes to her place for Albert, Hitch wants to fix her relationship with Albert. Finally Albert understands then he kisses Allegra and says that he loves Allegra. It means that Hitch has succeeded to fix the relationship between Allegra and Albert in order to fulfill his self-actualization needs.

Albert : I want you to fix it.
Hitch : I got nothing, Albert
Allegra : Mr. Hitchen
Hitch : Miss Cole Thank you very much for seeing me.
Allegra : You said it was a matter of life and death.
Hitch : That man would've sold his soul to make you happy. My job is not to deceive, Miss Cole. It’s to create opportunities.
Albert : That was your plan the whole time? You sail off into the sunset with my girl?
Allegra : He came here for you.
Albert : I love you
Allegra : I love you

(01:38:20)

One thing for sure that Hitch has motivated himself to fulfill his self-actualization needs by being a date consultant in order to help other men to make relationship with the women who really they love. The analysis above shows that Hitch can to fulfill satisfy his self-actualization needs by making a new relationship and fixing the relationship of lover.
CHAPTER IV
CONCLUSION AND SUGGESTION

A. Conclusion

The writer analyzed the main character in Hitch movie as the unit analysis. In this thesis, in analyzing Hitch (Alex Hitchen) the writer uses Abraham Maslow’s theory “Hierarchy of Needs”. The writer uses qualitative descriptive method in analyzing the movie. The writer answers the research questions by showing the evidence through pictures and dialogues in the movie. The writer uses other resources such as the movie script, books, and journals in doing this research.

In this analysis, Hitch characteristics are smart, care, braggart, responsible, confident and brave. Hitch very confident using his theories to approach a woman and his theory to another man who needs his help. And Hitch care of someone else feeling either man or woman. Hitch also braggart he always give a lesson theory about kissing as if that he is the master of kiss, but the fact he is just a braggart because he tries previously. And Hitch is Smart for client, for example he is help Albert to fixed about his relationship with Alegra. And the last characteristics from Hitch is Responsible, Hitch very responsible with his job. He can come to Algera for fixed the Albert relationship after he got a misunderstanding between Albert and Alegra.
Hierarchy of human needs according to Maslow is consists of five levels: Physiological Needs, Safety Needs, Love Needs, Esteem Needs, and Self-Actualization Needs. From the physiological needs, he can fulfill it well, because he has a place to live in, satisfying job and salary to continue his living cost. And next level of needs is safety, Hitch is fulfilling his safety needs in order to feel safe. Hitch has fulfilled his need by earning some money so that he can run his life without worrying about financial. Then, it grows into higher level, love needs. Hitch needs to get love or belonging feeling from other people is fulfilled. In growing her social status, he needs to feel loved by his lovers and friend and he gets it from Sara Melas and his friends. From the esteem needs, especially self-esteem, Hitch gets achievement and reputation from his profession. While from esteem or others, Hitch gets to get respect from his client and his friends. From the esteem needs, it grows into self-actualization needs by being a love consultant; he tries to make a relationship for his fellow men who really in love with women and it works well.

B. Suggestion

The writer suggests for other writers to who want to analyze Hitch movie, can also analyse by using other theories. As the writer analyze this movie by narrative aspect which is character, other researchers could analyze this movie through other aspect of film such as cinematography and also can use other topics. In addition, this movie also can be analyzed through extrinsic elements, such as related to the production the perception or the style of the direction. Therefore, the writer hopes
this research could give more contribution in literature and also to all English Literature students in her university and other universities.
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