THE REPRESENTATION OF CAPITALISM THROUGH THE MAIN
CHARACTER IN THE FILM LORD OF WAR

A Thesis
Submitted to the Faculty of Adab and Humanities
In Partial Fulfillment of the Requirement for the Degree of Strata (S1)

JAELANI
104026000896

ENGLISH LETTERS DEPARTMENT
LETTERS AND HUMANITIES FACULTY
STATE ISLAMIC UNIVERSITY “SYARIF HIDAYATULLAH”
JAKARTA
2009
ABSTRACT


Film is an art expression that is created collectively by a group of artists with various individual skills. As an art expression, film always “speaks” something. Film has messages that are “spoken” and conveyed through narrative presentation and its own form. As whole, the *Lord of War* film wants to show about a merchantman who wants to get prosperity in his life by pursuing his self interest on firearms trading. His effort to achieve it refers to the characteristic of capitalism. So, in this paper, the writer questions the capitalism characteristics which are presented on the main character. How does capitalism appear in the narration and film form?

The representations that the writer explains here are the individual freedoms which consist of four freedoms (freedom of trade and occupation, freedom of contract, freedom of property and freedom making profit) and the free market. The analysis on the capitalism characteristics in the *Lord of War* film, using the theory of representation, the Adam Smith’s theory and the concept of Mise en Scene. The writer also analyzes the dialogues and the scenes in the film. The analysis result shows that the relation of the capitalism (base on smith’s description) and the capitalism (in the film) undergo a shifting and the ways of Yuri Orlov represents it in the film which is contrast to the theory, opens an interpretation about the capitalism. This film can be considered as having the alternative vision to re-value the relation between the capitalism (base on the theory) and the capitalism (on the film).
APPROVEMENT

THE REPRESENTATION OF CAPITALISM THROUGH THE MAIN
CHARACTER IN THE FILM LORD OF WAR

A Thesis

Submitted to the Faculty of Adab and Humanities
In Partial Fulfillment of the Requirement for the Degree of Strata (S1)

Jaelani
Nim.104026000896

Approved by:

Inayatul Chusna, M.Hum.
NIP.150331233

ENGLISH LETTERS DEPARTMENT
FACULTY OF ADAB AND HUMANITIES
SYARIF HIDAYATULLAH STATE ISLAMIC UNIVERSITY
JAKARTA
2009
LEGALIZATION

The thesis entitled "The Representation of Capitalism through The Main Character in the film lord of war" has been defended before the letters and Humanities faculty’s Examination Committee on April, 08 2009. The thesis has already been accepted as a partial fulfillment of the requirement for the Strata One Degree.

Jakarta, April 08, 2009

Examination Committee

Chair Person,      Secretary,
Dr. M. Farkhan. M.Pd  Drs. Asep Saefuddin, M.Pd
NIP. 150 299 480    NIP. 150 261 902

Members

Danti Pudjiati, S.Pd. MM. M,si  Drs. Asep Saefuddin, M.Pd
NIP. 132233516    NIP. 150261920
DECLARATION

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains 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 acknowledgement has been made in the text.

Jakarta, April 08, 2009

JAELANI
ACKNOWLEDGEMENT

In the name of ALLAH, the beneficent, the merciful, may peace and blessing of ALLAH be of us.

All praises to be ALLAH SWT, The universe creator who has given so much bliss in the writer’s life and an opportunity in finishing this paper. Peace and blessing be upon to our prophet MUHAMMAD SAW, his family, his companion, and his adherents.

The writer would like to express his deepest love to his parents, (Jenab and alm. Agus Tsani) for their financial support, sincere affection, and prayers during his study and the process of making the paper (may God bless them.) To his sisters (teh Lilis and the Iin) for being a kind siblings who always support the writer in completing the paper, his brother in law (Didin) his little brother (Zaini Busroni) and his lovely nephew (Zaki Abdillah) who always cheers up the writer when typing the paper with an amusing behavior.

On this occasion the writer would like to express his sincere gratitude to Miss Inayatul Chusna, for his guidance, suggestion, kindness, patient, and valuable help. (May she is in God’s help and gives her all what she has been prayed).

The writer also would like to express his gratitude, appreciation to:

1. Dr. H. Abdul. Chair, MA, the Dean of Faculty of Adab and Humanities, Syarif Hidayatullah State Islamic University.
2. Dr. M. Farkhan, M.Pd, the head of English Letters Department.

3. Drs. A. Saefuddin, M.Pd, the Secretary of English Letters Department.

4. All lecturers of English Letters Department for teaching the writer during the time he studies at this faculty.

5. Miss. Rosida Erowati for giving a beneficial tutorial about cinematography.


7. All friends at English Letters Department, especially A Class: Eca, Devi, Nina, Rika, Cut, Ala, Bdah, Lia, Atin, Hilda, Syfa, Mutia, Ubay, Ocep and friends that I can not be mentioned one by one, for giving a beautiful four years togetherness. The Basement Society: Helendra, Akromi, Tb, Heikal, Tessa, Hendi, Nunu, Bayu, Mirza, Aswar, Ahwan, Andri, Yoga for their supports.

Finally, may Allah gives his blesses to us, Amin.

Jakarta, March 2009

The writer
TABLE OF CONTENT

ABSTRACT ........................................................................................................... i
APPROVEMENT .................................................................................................... ii
LEGALIZATION ..................................................................................................... iii
DECLARATION ...................................................................................................... iv
ACKNOWLEDGEMENT ......................................................................................... v
CHAPTER I. INTRODUCTION ........................................................................... 1
   A. Background of Study ................................................................................. 1
   B. Focus of the study ...................................................................................... 4
   C. Research Question ...................................................................................... 5
   D. Objectives of the study .............................................................................. 5
   E. Significances of the study ......................................................................... 5
   F. Research Methodology ............................................................................. 6
CHAPTER II. THEORETICAL FRAMEWORK ................................................. 8
   A. Capitalism .................................................................................................. 8
      1. Characteristic of Capitalism .................................................................. 11
         a. Individual Freedom (Pursuit of Self Interest) .................................. 11
         b. Free Market ...................................................................................... 13
      B. Concept of Representation .................................................................. 14
      C. Mise En Scene ...................................................................................... 17
CHAPTER III. RESEARCH FINDING ................................................................. 21

A. Data Description of Capitalism Characteristic ........................................ 21

1. Capitalism Characteristics ................................................................. 21
   a. Individual Freedom ................................................................  22
   b. Free Market ........................................................................... 24

B. Analysis of Capitalism Characteristic................................................ 26

1. Individual Freedom....................................................................... 26
   a. Freedom of Trade and Occupation ........................................ 27
   b. Freedom of Contract............................................................... 35
   c. Freedom of Property............................................................... 39
   d. Freedom of Making Profit ...................................................... 45

2. Free Market .................................................................................. 49

CHAPTER IV. CONCLUSION AND SUGGESTION .................................. 55

BIBLIOGRAPHY ........................................................................................... 58
CHAPTER I
INTRODUCTION

A. Background of the Study

Commonly people consider a text as something that usually relates to a written language, because according to the Oxford English Dictionary, the word “Text” is the "wording of anything written or printed; the structure formed by the words in their order; the very words, phrases, and sentences as written.". That definition brings people to assume that a shape of a text is a written work. In other way, according to Roland Barthes who expands the definition of the word “text”, Text is not only seen as a written work but also something that contains of ideas and meanings also can be called as a text.\(^1\) Additionally according to Alex Sobur” teks adalah suatu tenunan dari kutipan yang berasal dari seribu sumber budaya dan dalam pengertian umum, teks adalah dunia semesta ini, bukan hanya teks tertulis atau teks lisan.\(^2\)

So text can be considered as something which is originated from the culture in certain society and contains a meaning in its society. The culture expresses itself through a text in a shape called cultural artifact. It is a human-made object which gives information about the culture of its creator and users.\(^3\) It also contains “text” that conveys information and carries ideological messages of the culture that

---

produces it. In other word, there must be a “text “slips in the cultural artifact.

Every cultural artifact as an expression of the culture that produces it, must be have a meaning which is derived from a “text” in the certain culture. The texts are encoded with meanings, people as the readers of these texts decode them. When people make sense of what they mean and respond, finally they create meanings for the people. The meanings which are created from a cultural artifact can shaping many interpretations in a certain society depend on how it represents something (“texts”) to the society. Those interpretations which are formed in society are not always true. It is not always appropriate to the reality. It may change over time in what the cultural artifact represents, how it appears, and how it is used as the cultural changes over time.

The word “text” is used to describe any cultural artifact which can be read. A text could be a book, literary work, a fashion, a television, music, film, etc. These forms have emerged in everyday life, sometimes it shapes political view and social behavior, and provides the material out of which people forge their very identities. These effects exist because people spend tremendous amount of time listening to the radio, watching television, seeing film, reading book and other forms of cultural artifact.

Each forms of cultural artifact have their media to convey “text” to the society, for instance: film. It is a shape of cultural artifact art which collaborates many various fields of art, like: staging, music, and imaging or audio visual’s media “…visual

---

element is the basic instrument of film in communicate something, so it becomes the most important element in it...”\(^5\) in other word, film is using visual and sound media as the important elements, which differentiate it with other shapes of cultural artifact.

Film as one of the cultural artifacts can reflect the culture which produces it and in turn affects the society of the culture. It does not only represent things to us, but set up positions for their ideal spectators which provide spectators with frameworks for interpreting what the films represent. It is also considered to be an important art form, a source of popular entertainment and a powerful method for educating or indoctrinating citizens\(^6\).

Film could be considered as an accurate representation of reality, the tools and techniques of cinema themselves as parts of reality are an expression of the prevailing ideology.\(^7\) It also helps the individual to indicate specific ideology in certain society, to create the individual’s view to the world and to interpret political processes, events, and personalities in a film.

Some films also represent such things as gender, sexual preference, race and a ruling class in society. It may contain of ideology that cover some theories, ideas, texts, and representation that legitimate interests of ruling gender, race and class powers (social and economic).\(^8\)

---

7 [http://www.uwec.edu/ranowlanrepresentation_ideology_film.html](http://www.uwec.edu/ranowlanrepresentation_ideology_film.html)
The film “Lord of War” is produced by Lions Gate Films Inc in 2005, which is Written and Directed by Andrew Niccol and starred by Nicholas Cage, tells about a man who has desire to change his life by trading. The main character is not happy with his life in America. He wants more prosperity in his life. He achieves it by selling guns world-wide to whoever will buy them, irrespective of who the buyers are or who they are trying to kill, all he wants is a big profit of his merchandise. He plays role as a freelance gunrunner who thinks about profit and without takes a side in selling guns to the countries. He seems to have a philosophy in his life, a philosophy which focuses on pursuit and realization of profit through trading in getting prosperity. At the surface, this philosophy refers to one of the capitalism characteristics, as Max Weber, says that "capitalism is identical with the pursuit of profit...". So, from this view the research would be concentrated in exploring how the capitalism characteristics are represented through the main character in the film Lord of War.

B. Focus of the Study

Based on the background of the study above, the research will focus on the main character of film Lord of War and limit on analyzing the representation of the capitalism characteristics trough the main character.

---

C. Research Questions

The question in this research is how does the main character represent the capitalism characteristics of the trading aspect in the film “Lord of War”?

D. Objective of the Study

Hopefully this research would be useful for those who want to learn about Capitalism. Besides, the research could give accurate and precise information about the representation of Capitalism characteristics which is reflected in the film Lord of War.

E. Significances of the Study

Through this research, the writer hopes the result may be used for:

1. To enhance the writer’s capitalism knowledge, especially the capitalism characteristics that is reflected on the main character in the film Lord of War.

F. Research Methodology

The research methodology comprises some important aspects such as method, technique of data analysis, instrument of research, and unit analysis.

1. Method

The method used in this research is qualitative method, which is analyzing the relation among words or sentences which produces particular meaning. Descriptive research means the type of research that provides lengthy description without any
treatment to the object of the study. The result of the research will be described in analytical description. Meanwhile, this research will be attached with the theory of representation, the theory of capitalism by Adam Smith and the concept of Mise en scene.

2. Data Analysis

The writer will explain the data qualitatively. The writer uses the theory of capitalism by Adam Smith based on critical study and sharp analysis to the qualitative data. Qualitative research is a research that relies on the verbal data and another nonnumeric data as the basic of analysis and the problem solving. First, the writer watches the film carefully for several times. This is aimed to learn the contents of film intensively so it can prevent misunderstanding in the analyzing. Then, the writer gives annotations about the film. Finally, the writer relates it to the Capitalism theory.

3. Instrument of Research

The instrument is the tool or the way that is used to obtain the data or information that is needed in a research. Observation is the instrument that is used to obtain the verbal data; which involves the researcher with the object of the research. If collecting data is done through observation or interview, so the instrument is the

---

12 *Ibid*, p. 28
13 *Ibid*, p. 29
observer or the interviewer\textsuperscript{14}. So, it can be concluded that the writer is the instrument of this research. The writer has been watching the film Lord of War carefully. Then the writer show the way the main character represent the Capitalism characteristics in the film.

4. Unit of Analysis

The unit analysis in this research is the Film Lord of War, starring by Nicholas Cage and directed by Andrew Niccol. Released in 2005 by Lions Gate film and the duration of the film is 1 hour 55 minutes.

5. Place and Time

The research starts on October 2008 and finishes on March 2009, at department of English Letters, State of Islamic Syarif Hidayatullah Jakarta.

\textsuperscript{14} Ronny Kountur (2005), \textit{op.cit}, p. 151
CHAPTER II
THEORETICAL FRAMEWORK

A. Capitalism

The term Capitalism derives from a word “capital”. The word capital has roots in the trade and ownership of animals. The Latin root of the word is capitalis, from the proto-Indo-European kaput, which means "head", this being how wealth is measured. It also means fund, stock, and amount of money. Specifically, it also can indicates about wealth of a company or a merchant. The term capitalism is also refers to an effort of maintaining of life and prosperity.

There are several definitions about capitalism, such as: capitalism is an economic system which is emphasizing at the role of capital (financial capital), the capital here means the wealth in all of its kinds become the dominant characteristic of capitalism. So the individual property can be used as a merchandising object and it is utilized by individuals as an effort to get profit in an economic market. Another definition comes from Ayn Rand, someone who pro-capitalism said that it is a social system based on the recognition of individual rights, including property rights, in which all property is private owned. Furthermore, capitalist can be defined as an

---

15 Peter I. Berger, Revolusi kapitalis, translator, moh oemar (Jakarta : LP3PES, 1990), p.20
economic activity through the market and it is motivated to get a profit.\textsuperscript{18} So based on the several definitions above, the capitalism can be considered as a system in which private individuals and business firms can carry on the production, exchange of goods and services through the market to pursue of profit and recognizing of individual rights.

In capitalist society, no man or group may initiate the use of physical force against other. The only function of government in such society is the task of protecting man’s rights. The task of protecting a man from physical force, the government act as the agent of man’s right of self defense not to manage the economic role in society. In capitalist society, the ownership of production is held by individual not by state.

The foundation of term capitalism emerges when the famous book of Adam Smith \textit{The Wealth of Nation} appeared. It is expressed the concept of \textit{laissez faire}.\textsuperscript{19} The term Laissez Faire derives from French, \textit{laissez faire la nature} (\textit{Let nature take its course}). It can be meant as the liberation of freedom without any control. Smith considered that the best way to get prosperity is by letting the individuals chase their self interest without involvement of state enterprise. Laissez-Faire is the only social system based on the recognition of individual rights, therefore the only system that bands force from social relationship.\textsuperscript{20}

The term \textit{capitalism} was first introduced in the mid-19th century by Karl Marx, the founder of \textit{communism} and the first used of the word \textit{capitalist} was in 1848 in the

\begin{itemize}
\item \textsuperscript{18} L. Berger, Op. cit, p. 21
\item \textsuperscript{19} Lorens bagus, \textit{kamus filsafat} (Jakarta:gramedia pustaka 2000), p. 391.
\item \textsuperscript{20} http://www.capitalism.html, Op. cit, p. 4.
\end{itemize}
Communist Manifesto. But the first use of the word *capitalism* is by novelist Thackeray in 1854, by which he meant ownership of a large amount of capital.

In 18 century, the term *capitalist* refers to owners of capital or it refers to the "capitalist form of production" (here capitalist means as a private owner of capital). By the early 20th century the term had become widespread, as evidence by Max Weber that used the term in his *The Protestant Ethic and the Spirit of Capitalism* in 1904, and Werner Sombart's 1902 *Modern Capitalism*.

The Oxford English Dictionary cites the use of the term "private capitalism".

The definition of capitalism given in dictionaries has changed over time. For example, the 1909 Century Dictionary defined capitalism as: The state of having capital or property; possession of capital and the concentration or massing of capital in the hands of a few; also, the power or influence of large or combined capital.

The contemporary definition, however, it refers to an *economic system*. In the Merriam-Webster Third International Unabridged Dictionary refers to capitalism as: "an economic system characterized by private or corporation ownership of capital goods, by investments that are determined by private decision rather than by state control, and by prices, production, and the distribution of goods that are determined mainly in a free market."
1. Characteristic of Capitalism

a. Individual Freedom (Pursuit of Self Interest)

Capitalism is a social system that promotes a principal of individual freedoms that acknowledge and protect about the individual importance and individual reason. The first role of capitalism is that everyone has the right to live and right to have something based on his judgement.

Moreover the pursuit of self-interest is also commonly regarded as an essential role in capitalism. Adam Smith point to what he believes to be the benefit of individuals trading for their self-interest rather than altruistically attempting to serve the “common good”. Smith, widely considered to be the intellectual father of capitalism, says in Wealth of Nations "By pursuing his own interest [an individual] frequently promotes that of the society more effectually than when he really intends to promote it. I have never known much good done by those who affected to trade for the [common] good." 21

So individual freedom becomes the essential part in capitalism, as Ayn Rand, the most outspoken advocate of the role of self-interest in capitalism, says in Capitalism: The Unknown Ideal "America's abundance was created not by public sacrifices to the common good, but by the productive genius of free men who pursued

---

their own personal interests and the making of their own private fortunes." 22 In other word, the capitalist system considers that by letting the individual to pursue their self-interest is a good way to achieve the economic mobility in society (the economic growth)

According to Adam Smith, the individual freedom consists of four freedoms such as: freedom of trade and occupation, freedom of contract, freedom of property and freedom making-profit. 23

The freedom of trade and occupation means that all can make a business based on their interest and government will not restrain them by condition they need to obey the role of a certain business.

Afterwards, freedom of contract, it means that individual is free to have a contract in his business to avoid him from a financial loss. An agreement of working to someone or to purchase or selling goods is an example of contract. A contract is a binding agreement between two or more parties that usually results in some types of performance. In capitalism, a function of the state is operating mainly through the court system to enforce performance by requiring the promise to fulfill his bargain on penalty of fine or imprisonment or by awarding judgment against him for money damages when he fails to perform without legal reason.

The next freedom is freedom of property which means each individual able to possess, to purchase, and to trade off his certain property without any obstacle. The

last is freedom of making profit means an individual can derived profit by selling a product for more than the cost required to produce or acquire it.

b. Free Market

Another characteristic which is described by Adam Smith is free market. The notion of a "free market" where all economic decisions regarding transfers of money, goods, and services take place on a voluntary basis, free of coercive influence. In an ideal free market system, none of economic decisions involve coercion. Instead, they are determined in a decentralize manner by individuals trading, bargaining, cooperating, and competing with each other. In a free market, the government may act in a defensive mode to forbid coercion among market participants but does not engage in proactive interventionist coercion; this state of affairs is also called laissez-faire.

Capitalism is a legal system that grants and protects the property rights and also provides the entitlement for the property owners to sell their property accordance to their own valuation of that property; if the buyers disagree with the offered price, they have freedom to retain it. According to standard capitalist theory, as explained by Adam Smith in Wealth of Nations, when individuals make a trade they value what they are purchasing more than they value what they are giving in exchange for a commodity.

In a free market, result of price is an agreement between buyers and sellers. The prices at which the buyers are willing to pay for a commodity and the prices at
which sellers are willing to part with that commodity are directly influenced by supply and demand (as well as the quantity to be traded).

To show how does the characteristics of capitalism are represented in the object of the research (film), the writer used the representation concept of Stuart Hall to show it in the film.

**B. Concept of Representation**

Film as one of the cultural artifact is a product of certain culture which always represents something in society. It sometimes represents something appropriate to reality or even contradiction. Therefore, to comprehend a meaning of something which is created through the language, people need to see how it is represented through certain codes. People in certain society surely have a same cultural code along with a comprehension so a message which lies in something (cultural artifact) can be understood.

Yet, many society groups make different meanings of something and these different meanings are because of different opinion, interpretation and representation in their heads. The production and the exchange of meaning of something between the members of a society group are concerned with the culture. A certain culture can produce a meaning to a society through representation system. So, something which has a meaning in society depends on how a thing is represented. Representation truly influences a certain society to interpret something which exists around them.
Representation is an essential part of the process by which meaning is produced and exchanged between members of a culture and involves the use of language, of signs and images which stand for or represent things. Furthermore, representation is using language to say something meaningfully about, or to represent, the world meaningfully to other people. It is concept which used in process of social meaning through signaling system in many forms such as: a dialogue, a written form, a video, a film and photography. Representation can be meant as an alteration process of concepts of ideologies which are abstract form to a real form. Briefly representation is the production of meaning through language.

To explain how the representation of meaning work through language, there are three approaches. They are the reflective, the intentional and the constructionist approaches. First, the reflective approach, in it meaning is thought to lie in the object, person, idea or event in the real world, and language functions like a mirror, to reflect the true meaning that already exist in the real world. Sometimes it is called mimetic. Second, the intentional approach, it holds that it is the speaker, the author, who imposes his or her unique meaning on the world through language. Words mean what the author intends they should means.

The last is the constructionist approach, according to this approach, we must not confuse the material world, where things and people exist because it is not the material worlds which convey meaning; it is the language system or whatever system

---

we are using to represent our concept. It is social actors who use the conceptual system of their culture and the linguistic and other representational system to construct meaning, to make and to communicate the world meaningful to others.25

So, things do not mean; we construct meaning, using the representational systems—concepts and signs. The constructionist observes the public and social factor which influences the construction of meaning. In other word, we can construct meaning through language.

Representation system consist of the actual sound we make with our vocal chords, the image we make on light sensitive paper with cameras, the mark we make with paint on canvas, the digital impulses we transmit electronically. Representation is a practice, a kind of ‘work’, which uses the material objects and effects. But the meaning depends, not on the material quality of the sign but on its symbolic function. It because the a particular sound and word stands for, symbolize or represent a concept that it can function, in language, as a sign and convey meaning or, as the constructionist says, signify (sign.i,fy). The constructionist argues, we use signs, organized into languages of different kinds, to communicate meaningfully to others. Language can use sign to symbolize, stand for or reference the objects, people and events in the real world. But they can also reference imaginary things and fantasy world or abstract ideas which are not in any obvious sense part of our material world. In constructionist approach, the world is not accurately or otherwise reflected in the mirror of language. Language does not work like a mirror. Language consist of signs

25 Ibid. p. 25
organize into various relationship. But signs can only convey meaning if we possess codes which allow us to translate our concept into language. These codes are crucial for meaning and representation. They do not exist in nature but they are the result of social conventions.

From several explanations about representation above, this research uses the constructionist approach to analyze the representation of the capitalism concept through the main character in the film. The approach does not represent the world appropriate to the really one but rather constructing a new world appropriate for the interest of the representation maker itself. According to Stuart Hall, “we all write and speak from a particular place and time; from history and culture which is specific, what we say is always in ‘context’ positioned”.26

As a process of meaning, representation uses language to contrast the meaning. In here language is defined as signifier that a text used to re-present knowledge. For film, the language analysis is every element which is exposed in a certain film. In order to understand how “The Lord of War” represents the characteristic of capitalism. Then it is needed to explore element in film.

C. Mise En Scene

In analyzing a film, we cannot separate the film’s narrative apart from the film’s style. Moreover, according to David Bordwell “Film is a unity of many elements, we

26 Stuart hall, “Cultural Identity and Diaspora”, identity: Community, Culture and Different, ed. jonathan Rutherford (London: Lawence and wishhardt, 1990) p.222
cannot observe a film and separated those elements in it” 27. So, in analyzing a film, we are not just focusing on the narrative (story), but we also pay attention to technique in a film (film style) 28. In gaining some messages and catching meanings in a film, the viewers need to know its story and notice audio visual elements. One way to understand a film is the viewer can use a film technique as a tool to analyze a film, without leaves the narrative elements as one of vital parts in film.

One of the most familiar techniques in film is Mise En Scene. It means staging an action. 29 It also means everything that appears on the screen in each frame of footage. It can be defined as the staging or visual arrangement of setting (included a dramatic production, comprising scenery, properties), costume, lighting, and behavior of figure. It refers to all the objects and characters in a particular frame. More specifically, it refers to the composition of the frame. But, the function of Mise En Scene is not in isolated moment but it also shows the relation to the narrative system of the entire film. 30 It includes the aspects of film that overlap with the art of the theater: setting, lighting, costume and make up, and figure expression and movement.

Setting in cinema plays more active role. It can be an essential part in story and gives a big contribution to the theme or total effects in a film. The primary functions of setting are to establish time and place, to introduce ideas and themes, and to create


28 Camera shots, angles and movement, lighting, cinematography and mise en scene, accessed on 26 oct 2008. http// www. Film technique is the term used to describe the ways that meaning is created in film.

29 Ibid. p.145
mood.\textsuperscript{31} It also can overwhelm the actor. Despitefully, color also can be an important component of setting, the setting’s color support narrative development. Setting has an important effect of the problem, conflicts and character in film’s story. It can be consider as determiner of character, as reflection of character.\textsuperscript{32} In setting, when an object in setting is motivated to operate actively within the ongoing action, it is called props. Props can be a motif in course of a narrative.

Like setting, costume and make up can have specific function in the total film. In setting may provide more or less neutral background, while in costume helps pick out the character. It may build and create the illusion of wonderful figure. In other way, make up (including hair style) can enhance the appearance of the actor or transforms in to different version of him on the screen. So costume and make up become important in creating character traits or motivating plot action.

Another element of Mise En Scene is figure expression and movement. The word “figure” covers a high range of possibilities because the figure may represent a person, an animal, a robot or an object. In a film, the actor’s performances contribute a great deal to a film’s meaning. Moreover, most narrative features film tells stories about human being or other figures and the conflicts they face. Therefore, Mise En Scene allows such figures to express feelings, thought and become more dynamic creating pattern. In other word, the filmmaker can control over the movement and acting of the figures in the scene.

\textsuperscript{32} Joseph M Bogss and Dennis W Petrie, Op. cit, p. 90
From several explanations above, the writer only uses three elements of Mise en Scene, They are setting, costume and make, and also figure expression and movement up to help the writer in analyze the object of research.
CHAPTER III
RESEARCH FINDING

In this chapter, the writer will explain the representation of capitalism characteristic through the main character in film “Lord of War”, as the writer has written in chapter II (page 13), that film can reflect something in society, but sometimes it is reflected as appropriate to the reality (a certain theory) or even contrasts with the reality. Then, this chapter intends to find out how the main character represents the capitalism characteristic and whether its representation appropriate to the theory based on Adam Smith description. So, to show how the characteristics of capitalism are reflected in the film the writer will choose to analyze the dialogues and observe Mise En Scene in certain pictures from the film “Lord of War”. It will be discussed in detailed explanation below.

A. Data Description of Capitalism Characteristics

In this part, the writer will give some general information about the way the main character runs his business that indicates the capitalism characteristics which are reflected in the film Lord of War.

1. Capitalism Characteristics

After doing a deeply examination, the writer finally finds the ways the main character represents the capitalism characteristics. The characteristics that appear in the film are the individual freedom and the free market.
a. Individual Freedom

The main character (Orlov) is reflected as a businessman who shows his individual freedom in running a business by pursuing his interest to carry on his business. His activities refer to the first capitalism characteristic, the individual freedom. This freedom consists of four freedoms, such as: freedom of trade and occupation, freedom of contract, freedom of property and freedom of making profit. Then, the following table will give some general information about the way the main character represents the individual freedom which is reflected in the film Lord of War.

<table>
<thead>
<tr>
<th>No</th>
<th>Type of Freedom</th>
<th>Detail</th>
<th>Corpus</th>
<th>Min</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Freedom of trade and occupation</td>
<td>Orlov represents the freedom by asserting his interest in firearms and tries to make his business based on his self-interest.</td>
<td>You are going to the restaurant business because people are always going to have to eat. That was the day I realized my destiny laying for fulfilling another basic human need.</td>
<td>00:07:38</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Orlov is trading the firearms freely even he does not have the arms trading certificate from the government. (illegally)</td>
<td></td>
<td>00:15:13</td>
</tr>
<tr>
<td>2.</td>
<td>Freedom of contract</td>
<td>Orlov represents this freedom righteously as a businessman who makes standardization in his business because he wants to avoid his potential risks.</td>
<td>The second rule of gun running is always insure, you have a full proof way to get paid, preferably in advance, ideally to an off-shore account. That is</td>
<td>00:23.22</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>business from a financial loss by.</strong>&lt;br&gt;The way he represents the freedom of contract is spontaneous without government intervention to consent contracts.</td>
<td><strong>why I choose my customer so carefully</strong>&lt;br&gt;&lt;br&gt;<strong>Baptist:</strong> I am not going to pay your asked price...&lt;br&gt;&lt;br&gt;<strong>Orlov:</strong> But you can't just look at the unit price...&lt;br&gt;&lt;br&gt;<strong>Baptist:</strong> I'm going to pay you in timber or stone.&lt;br&gt;&lt;br&gt;<strong>Orlov:</strong> I'll take the stones; it's kind of hard to get a tree truck in my hand luggage.</td>
<td>00:58:55</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td><strong>Freedom of property</strong>&lt;br&gt;Orlov shows his freedom to possess a certain thing in illegal way because he wants to buy the fire arms without ownerless</td>
<td><strong>Dimitri:</strong> can't just sell you government property&lt;br&gt;&lt;br&gt;<strong>Orlov:</strong> I have to report.&lt;br&gt;&lt;br&gt;<strong>Orlov:</strong> Report to whom? Moscow? As of last week, Moscow is a foreign country.&lt;br&gt;&lt;br&gt;<strong>Dimitri:</strong> new flag new boss&lt;br&gt;&lt;br&gt;<strong>Orlov:</strong> There is no new boss yet... Ok, Show me your inventory.</td>
<td>00:38:47</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Orlov represents his freedom of property by purchasing a certain commodities or using his money to purchase something from the government who does not recognizes the individual freedom to possess a government’s property.</td>
<td></td>
<td>00:41:39</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td><strong>Freedom of making profit</strong>&lt;br&gt;Orlov represents the freedom of making profit by applying the basic principle to get profit. He</td>
<td><strong>Selling guns are like selling vacuum cleaners. It may cause pound of payment, take orders, I</strong></td>
<td>00:16:34</td>
<td></td>
</tr>
</tbody>
</table>
sells his merchandises without choosing his consumer and he sells it to anybody without pay attention to their class, ethnic, and nationality to expand the scope of his market. Orlov will go to anywhere, even to a place like desert, as long as there is an order from consumer to purchase his merchandise and it means that he will get lot of money.

<table>
<thead>
<tr>
<th></th>
<th>was an equal opportunity merchant of death. I supplied every army, but the Salvation Army. I sold Israeli made Uzis to Muslims. I sold Communist made bullets to Fascists. I supplied every army, but the Salvation Army. I sold Israeli made Uzis to Muslims. I sold Communist made bullets to Fascists. I even shipped cargo to Afghanistan when they were fighting my fellow Soviet.</th>
</tr>
</thead>
<tbody>
<tr>
<td>b. Free Market. The following table gives some information about the way the main character shows the second capitalism characteristics, free market. This characteristic clarifies that the result of price is an agreement between buyer and seller and the economics activity is organized and coordinated through the interaction of buyers and sellers in markets. In the film Lord of War, Orlov is reflected as a businessman who always</td>
<td></td>
</tr>
</tbody>
</table>
makes an interaction with his consumer when he runs his business. so, the interaction indicates that Orlov’s activities tend to the free market.

<table>
<thead>
<tr>
<th>NO.</th>
<th>Free Market</th>
<th>Details</th>
<th>Corpus</th>
<th>Min</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Orlov represents the free market by having an interaction with the buyer in order to achieve an agreement in his transaction without any coercion from another side; he never forces his client to accept the price that he offers. He allows his client to decide his choice base on their interest. Indicating there is an interaction between buyer and seller when they make a deal seems that the seller agrees to be paid by the diamonds and the buyer agree at the offered price.</td>
<td>Orlov: So, we sell by the kilo? Vitali: Second hand weapons but they are still OK Orlov: How many kilos would you like? Costumer: Five thousands Orlov: I had a flirt for languages. But I soon discovered that what talks best are dollars, dinars, drachmas, rubles, rupees and pounds fucking sterling</td>
<td>00:15:01</td>
</tr>
</tbody>
</table>
B. Analysis of Capitalism Characteristics

In this part, the writer will discuss the detail explanation about the data description above which is consist of evidences such as: dialogues and pictures from the film Lord of War to show the way Orlov represents the individual freedom and free market in the film.

1. Individual Freedom

In capitalism, individual right and individual freedom becomes the base foundations in it, and because of the acknowledgement of individual right, someone can be free to think, to work, or to produce something for their viability and fill their needs. In capitalism, a man lives to fulfill his own needs. Moreover, he does not have an obligation to fulfill prosperity of others. So in other word, capitalism strongly refuses collectivism, altruism, mysticism, therefore, it is difficult for Capitalism to develop in certain societies which have those three beliefs which is not fully recognize on individual freedom and individual right. In capitalism, an individual has several types of freedom. It can be divided into four types, such as: Freedom of trade and occupation, freedom of contract, freedom property, and freedom of making profit, as has written in Chapter II.

The writer assumes that the main character in the film “Lord of War”, Yuri Orlov represents the four types of capitalism Freedom. Then to know how those four types of freedom are reflected in the film, the writer will give the detailed explanations below to make it clear.

a. Freedom of Trade and Occupation

The first freedom means that all can make a business based on their interest (pursuing their self interest) and government will not restrain them by condition they need to obey the role of a certain business. The most important specific liberties of this freedom are: for the worker, to choose his line of work and his particular job; for businessman, to choose his type of business and set it up of his choice; for the investor, to invest his capital whatever enterprise he chooses; and finally for the consumer, to buy the product he prefers\(^\text{34}\), but the writer only focuses on the businessman liberty, because the main character is a businessman.

On 00:07:38 minutes in the film, Orlov shows that he is going to have a business based on his interest of something. First, he runs a restaurant business until one day he is interesting in gun trade.

\[\text{Orlov internal dialogue:}
\text{Growing up in Little Odessa, murder was in everyday part of life. Russian mobsters had also migrated from Soviet Union and when they came to America, their baggage came with them. There is always some gangster getting whacked in my neighborhood But, I have never seen with my own eyes. I had the snack of showing up five minutes before something went down}\]

or, five minutes after. Not that day. It hit me. It couldn't have hit me harder if I was the one who murdered and shot. You are going to the restaurant business because people are always going to have to eat. That was the day I realized my destiny laying for fulfilling another basic human need.

From the narration above, we know after have an unusual experience; Orlov realizes that he is destined to supply another human need (guns and bullets) beside meals. In other word, he interests in run the arms business. Then he convinces himself to choose a type of business based on his interest on guns and bullets. The narration refers to capitalism which is considered that self interest is the fundamental characteristic of people; despitefully capitalism also suggests and allows an individual to pursuit their interest to making their own fortunes. This scene represents Orlov as someone who finds a business opportunity and tries to make his business based on his self-interest. So, he represents the freedom of trade and occupation by asserting his self interest to guns and wants to make a business. In this case, the self interest becomes something important although he interests in the danger stuff. But, his interest can be a foundation to make and set up his business to make his own fortune. The left picture above (00:07:38) shows that Orlov is not a success businessman yet. He appears with a black jacket and white shirt inside it but he does not button up all the snaps, and his hair looks untidy. So, the costume leads an impression that he is not a success businessman. Then, the figure movement and expression show Orlov when he holds a bullet and he shows a serious facial. These combinations offer impression about a man who thinks hard about something. So, it matches to the narrative term that Orlov is interesting at the bullet which is also
needed by people beside meals. Then, on the right picture (00:07:49), we can see when Orlov’s fingers holds a bullet as the foreground, the picture leads the viewer to focus on a bullet, then it offers an impression that the bullet become important props, because it inspires him to run a new business and it will be an important thing for his business. The changing mise en scene on the first and second pictures reflects and enhances the shifting ideas between self interest and an object to pursuit it.  

As capitalism allows an individual pursuits their self interest by choosing type of their business, Orlov also shows the same thing on the 00:08:31 minutes in the film, he is reflected as a man who pursuits his interest at bullets and guns by making his first sell.

00:08:31
Orlov internal dialogue:
(First time you sell a gun, is a lot like the first time you have sex. You have absolutely no idea of what you are doing, but it is exciting and one way or another it is over way too fast.)
Orlov : gentlemen! The new Uzi machine pistol, big fire in small package this little baby uses 9 mm hollow points. Twenty-twenty five rounds of simple mages. Real flip adjustable size. Size comes standard. Excellent recovery action Muzzled jumper is 40%. 60% improved noise suppression. You could pump magi into me, right now. Never

---

35Maria Pramaggiore and Tom Wallis, Op. cit, p. 65. In the study upon the film “full metal jacket”, Maria pramaggiore is showed that “the changing of mise en scene in several frame can reflect and enhance the shifting idea in the film”
wake the guy in next room Of course, that would eliminate your opportunity for repeat business

From the narration above we know that Orlov has started his business, although just one package but he already lets himself to pursue his interest in trading guns. This scene indicates that he runs his business by stealth. He runs his business without obey the role of the arms trade; he supposes to have the arms trading certificate from the government because he commercializes the danger merchandise, but this scene does not show that he has it. As explained previously, the function of government in capitalism is the task of protecting man’s rights and the task of protecting him from physical force so if one runs a business that possibly endanger others; the government can restrain his business. Therefore, even the freedom of trade and occupation is basic characteristic in capitalism but still an individual needs to obey the government’s role. In this scene, Orlov represents the freedom of trade and occupation in illegal way because he pursuing his interest by commercializing the danger merchandise which is had a big risk in harming others without having any an arms trading certificate.

Orlov’s dialogue also shows that he is trying to explain the merchandise to the buyer, by giving a detail explanation about the new Uzi machine pistol. So the dialogue indicates an arm trade activity occur in this scene where Orlov as a seller tries to offer his merchandise to the buyer. As the picture above (00:08:31) shows the setting in this scene is a room with dirty pale wall, the bed also old fashion and it is a vague room as we can see the room looks quite dark, the setting offers impression
that a place for the transaction is an ulterior place. The figure behavior shows the salient movement of Orlov when he tries to show and explain about his merchandise (gun) to the buyer. These combinations lead the impression that he sets up an unusual business transaction without knowing others in a hidden place, and it is showing that he runs his business illegally.

Another scene on 00:15:13 minutes in the film also shows that Orlov as a businessman is free to run his business even he trades off the danger merchandises. His business activity indicates the freedom of trade and occupation in different way.

00:15:13

The picture above shows that the setting of this scene is in the ammunition storage where a big stack of fire arms fill the place and the time is in daylight as we can see the windows are illuminated by the sun, then a pair of scales also exist there. In the setting the fire arms and the pair of scale become important props. Both of stuffs create motif to film in narrative term, the fire arms represent as the merchandise and the pair of scale is used as tools to weigh it in a trading. From the costume, Orlov and his consumer wear a morning coat (coat with white shirt, trouser, and tie). The costume indicates that they are not an ordinary people but they have an importance in this meeting. Then from the figure behavior shows a salient movement of Orlov,
when he holds a calculator and counts something. Meanwhile, the consumer is looking at him. Therefore, the setting, costume and the figure behavior on the picture above indicate that they are making a business transaction or the fire arms trade. Furthermore, the picture shows how is free Orlov when he trades off the fire arms, it is clarified in the picture by putting the fire arms ineptly in the storage and treating it as usual merchandises which can be sold to everyone freely not as a dangerous stuff which is needed the government license to trade it off, and also showing an indoor setting, a large storage as the place for transaction, the place indicates that they free to make a business as they are running a legal business even they sell fire arms illegally without government’s license. Thus it contributes the information about the story event in the film that Orlov is trading fire arms freely. In this scene, Orlov is represented as a businessman who can trade off his merchandises freely based on his judgment although he sells danger merchandises. So, the Orlov’s liberty to run his business refers to the freedom of trade and occupation although it is reflected in illegal way.

On 00:23:38 minutes in film, once again Orlov is represented as a businessman who always frees to run his business and he runs it in illegal way.
The picture above, we can see that Orlov and their client in out doors setting. Unlike two previous pictures that always show his transaction in the indoor room, this picture puts him in the port’s bright open space with a blue sky, blue sea and green hills behind them, it offers an impression of freedom. The scene leads the viewer to consider that Orlov has started run his business unreservedly by showing a blue sea, a blue sky and a green mountain range as the background of the setting, indicates that his freedom of trade and occupation is widely open. The setting also provides the important props like: a gun and several pack of cocaine, a gun represents as a merchandise and cocaine as the exchange of commodity, yet both of the stuffs are unusual stuff to be sold or purchased. Furthermore, the stuffs are dangerous and illegal with or without government license but in the picture Orlov sells it in open place freely. Then from the figure movement, we see a salient gesture of Orlov when he observes something in his hand and he shows a serious facial. In front of him, his client is checking a gun which he wants to bought from him. So, the picture above is depicting about the Orlov’s activity which is indicating a business transaction as result of a freedom for someone to trade off certain merchandise even it is danger stuff like guns. In the scene, Orlov reflects a freedom of trade and occupation in illegal way by trading certain commodities without obeys the government’s rule.

Running the business to worldwide and expanding the market to other continent not only one continent can be considered as one of the type of freedom of trade and occupation. On 00:52:09 minutes in the film, Orlov finds his new market and his new business opportunity besides America and Europe, which is Africa.
MONROVIA, LIBERIA

Orlov internal dialogue:
(Primary market was Africa, Major conflicts involving countries in less than a decade. A gun runner’s wet dream.

At the time the West couldn’t care less. They had a white war on what was left of Yugoslavia. I did the Balkan my business in Liberia Land of the free. Originally it is established as a homeland for freed American slaves. It has been enslaved by one dictator or another ever since.

From the narration above, we know that he is free to shift his market to a little country like Monrovia; he sees a wide business opportunity in Africa. So, it does not matter for him to run his business there, he is free to set up his business based on his interest and his consideration. His effort indicates that someone is free to trade his commodities anywhere he wants, even to a poor country. Orlov’s activity appropriates to the freedom of trade; as in capitalism that letting an individual makes and sets up their business on their self interest. The freedom of trade which is reflected by Orlov is choosing his market and his opportunity by his own judgment. But, he still represents it illegally by trading the danger commodities like fire arms illegally without getting the government’s license.

The explanations above show that the freedom of trade and occupation which is reflected on Orlov’s character is hammered at the freedom for someone to be running a business without caring the role of government in his business. Apart from the fact that his freedom is out of the law or not, it is not an important factor in his representation of freedom of trade and occupation in this film. So, the representation of this freedom which is represented by Orlov in the film undergoes a shifting idea toward the Adam Smith’s description about freedom of trade and occupation because
according to Smith, this freedom also emphasizes the role of government besides the liberty to run a business and self interest.


The second freedom is the freedom of contract. It means that individual free to have a contract in his business to avoid him from a financial loss and also the right to consent contracts without government intervention.

An agreement to be employed to someone, an agreement of purchasing or selling something, or an agreement to define the price between buyer and seller, those are included in a contract\(^\text{36}\). It refers to a method in which men bargains with one another to make sure that their promises will last longer than their changeable states of mind.

In the film, Orlov is shown as a businessman who always makes a spontaneous and unwritten agreement with his costumer, and often the agreement is merely contains of the payment rule, it is not a written contract. He makes a standard in his business to avoid the financial loss. On minutes 00:23:22 in the film, shows that Orlov indicates that he has a standard rule in running his business by making an agreement with his costumer (the buyer).

*Orlov internal dialogue:*

(\textit{The second rule of gun running is always insure, you have a full proof way to get paid, preferably in advance, ideally to an off-shore account. That is why I choose my customer so carefully. Say what you like about warlords and dictators. They tend to have highly developed sense of order. They always pay their bills on time.})

Orlov: What is this?
Costumer: six kilos of pure cocaine.
Orlov: I can't hand this, to my fucking bank teller at Chase Manhattan.
Costumer: Listen, asshole, you should be thanking me. Have you checked the street price today? With the seizures at the border last week, it's jumped thirty percent.
Orlov: whoa... whoa... I sell guns. I don't sell drugs.
Costumer: Diversify
Orlov: I've got standards. You don't pay, you don't play.
Costumer: Fuck you!
Orlov: What the fuck are you doing? Ok, we have a deal.

From the internal dialogue and the dialogues between Orlov and the consumer, Orlov is reflected as a type of person who is very selective in choosing the costumer to avoid the unpaid transaction. Even he runs an illegal business but he still represents as a merchantman that is able to have an agreement with his consumer before the transaction to prevent him from the financial loss. By making the standard rule of transaction, he prefers to make a deal with a consumer who pays the bills on time, or to someone who pays him in cash, although in the end of transaction his consumer pays him in other exchange of commodity (cocaine) but he agrees with it because the cocaine is also a valuable thing as money. So, his activity above refers to the freedom of contract; Orlov represents this freedom righteously as a businessman who makes a standardization of his business because he wants to avoid his business from a financial loss by.

Another scene which also represents Orlov as a businessman who can make an agreement in his business transaction is on minutes 00:40:47 in the film.
Orlov internal dialogue:
(The end of the Cold War was beginning of the highest time in arms dealing. An Arm bazaar was open: Guided missiles, unguided missiles, mortars, mines. Armored personnel carriers, Whole tank divisions.)

The general (seller): I'll tell you what I do. Buy six, you get one free.

As we read the dialogue above, we know that the seller (the general) is going to give Orlov an extra bonus if he buys six stuffs, he will get one for free. It seems that the seller tries to persuade the buyer with an extra bonus in order to make the buyer purchases the stuffs as many as possible. In this case the general puts himself as the seller who has offered an agreement to his costumer (Orlov) and he agree. So the result of this interaction is an agreement between buyer and seller. Then, in this scene, Orlov shows that a contract is not only an agreement in a legal and written form. It also can be considered as an informal agreement of selling of purchasing something.

The picture above shows us that Orlov, and two Soviet’s general in a running car with the tanks behind them as the background. So the setting is in the military base as the place for arm bazaar. Then the costume also offers the specific time and place by showing two persons wearing military uniform, it indicates the time in end
of Cold War era in Soviet Union’s country. Both of the Soviet’s Generals are also appropriate to the setting. The figure expression and movement in the picture show that the General in persuasively facial expression when he talks to Orlov; (Orlov as the buyer) shows a relax gesture and calm facial expression which is indicated that he agrees with general’s offer. So, it shows the result that they are agreeing with the agreement. The process between Orlov and a General can be included as a contract term which means as an agreement of purchasing or selling something, or an agreement to define the price between buyer and seller.

Orlov indicates that he usually runs his business by making an agreement before he makes a deal in a transaction, it is showed on 00:58:55 minutes in then film.

**Andre Baptist**: I am not going to pay your asked price. We’re not rich people. Besides, market is already flooded with your Kalashnikovs. Do you realize in some parts of my country you can get one for the price of a chicken?

**Orlov**: But you can't just look at the unit price. You forget auxiliary costs, end user certificates that we forge the notary shell company setup, insurance purchase, piles of cruise hired. Not to mention the bribes. You cannot get a nut and bolt out of Eastern bloc without a bribe. There is one bribe for the nut another for the bolt. Andy, Andy, listens to me. This is an expensive proposition Andy?

**Andre Baptist**: I'm going to pay you in timber or stone

**Orlov**: I'll take the stones; it's kind of hard to get a tree truck in my hand luggage

The dialogues above indicate that there is an agreement between the seller (Orlov) and the buyer (Baptist). This scene is reflected as a common thing when people want to make a business transaction, a bargaining process. In this process, Baptist will not pay Orlov in common price also not in cash to buy Orlov’s
merchandises but he has a standard in his business and also he considers that his merchandise is an expensive commodity. So as a result, the both sides make a negotiation to solve the problem of payment, and then they come to an agreement. Both of them choose a diamond stone as the exchange for a commodity. Once again, Orlov shows his freedom to make a contract with his consumer without a written contract. So, the way he represents the freedom of contract is spontaneous without government intervention to consent contracts. This scene represents that Orlov is free to make a contract with his costumer, including: payment’s tool. He can make various agreements with his costumer as long the costumer agrees with it.

The explanations above show the way Orlov makes an agreement with a consumer freely, he never makes a contract legally. But, he still represents the freedom of contract because the essential term of a contract is not about the legality but on the agreement between himself and his consumer (such as: an agreement to employ, to purchase, to define the price).

c. Freedom of Property

On this part, Orlov indicates that he shows the freedom of property, this freedom means that each individual is able to possess, to purchase, and to trade off his certain property without any obstacles. An individual has an authority to organize his property and free to use it based on their interest, as long as it is legal.

The private ownership also means the right to possess valuable things, for instance: when someone has a land, he has the right to organize it based on his
interest. He can plant it with clove plant, grapevine, rice plant, or other plant that he wants. Likewise on the money, someone can use it to purchase something or making investment.

On 00:07:51 minutes in the film, Orlov indicates that he is free to trade off the commodities, even the commodities are not his-own property.

*Orlov internal dialogue*

(Orlov: The next Sabbath I went to temple with my father. However, it was God I was trying to get close to. My contact with Synagogue landed me first Israeli made Uzi submachine guns. First time you sell a gun, is a lot like the first time you have sex. You have absolutely no idea of what you are doing, but it is exciting and one way or another it is over way too fast.)

*Orlov:* gentlemen! The new Uzi machine pistol, big fire in small package this little baby uses 9 mm hollow points. Twenty-twenty five rounds of simple mages. Real flip adjustable size. Size comes standard. Excellent recovery action Muzzled jumper is 40 %. 60 % improved noise suppression. You could pump mag into me, right now. Never wake the guy in next room Of course, that would eliminate your opportunity for repeat business.

The narration above reflects that each individual is able to trade off a certain property without any obstacle. Through the dialogues, we know that the property is not his property. As we know, in such a society, one cannot (legitimately) do anything with or on another's property if the owner prohibits it. This means that an individual's only guaranteed freedom is determined by the amount of property that he or she owns. This has the consequence that someone with no property has no guarantee for freedom at all (beyond, of course, the freedom not to be murdered or otherwise harmed by the deliberate acts of others). But in capitalism there is also permissive property right as well, or known as a permissive ownership, it means that
if the real owner of certain property gives someone a permission to use his property so as the result someone can use it. In this case, Orlov as an individual who lends a certain property from someone and the owner permits him to trade off the property. So, he is free to trade it and makes his first sell. In the scene, Orlov is represented his freedom of property by trade off a certain (firearms) even it is not his property but he can trade off it after getting permission from the real owner.

Another dialogue on 00:38:47 minutes in the film, Orlov shows several dialogues and pictures that indicate this freedom, he reflects as a man who uses his money to purchase something that he wants (in this case he buys military weapon)

Orlov internal dialogue:
(During the Cold War, Red Army stationed nearly one million troops in Ukraine, because of its strategic military importance. The day after the wall came down, paycheck stopped coming there is nothing better for an arms dealer in the combination of disgruntled soldiers and warehouse full of weapons. I was hoping Major General Dimitri Volkov with a lot armory doors open with a lot of military bases. For a start, he was family. He was a highly decorated hero of the Red Army. And, he was almost permanently shit faced.)

Dimitri : I can't just sell you government property Orlov. I have to report.
Orlov : Report to whom? Moscow? As of last week, Moscow is a foreign country.
Dimitri : New flag new boss?

Orlov: There is no new boss yet. They are all too busy squabbling who is gonna get the presidential holiday home at the Black Sea. It's beautiful. Ones you know don't care anymore. Ones you care don't know any more. Ok, Show me your inventory.

The narration above consists of two dialogues, on the internal dialogue, Orlov explains his interest in purchasing a military arms. In here, he represents as a man who uses his self-interest in choosing what kind of things he wants to be possessed. The next dialogue between Orlov and Dimitri, shows us that a merchantman like Orlov can use his property (in this case, money) to possess everything he wants, he is free to use his money to purchase or to hire something that he likes, even though, it is a danger and illegal stuffs, like military arms. It is reflected when Orlov tries to buy the arms from Dimitri. Despitefully, the picture above indicates a business transaction between Orlov and Dimitri. As we can see the setting is in a room with a brown wooden wall which is hang a picture, on right corner there is a red curtain and a big wooden desk with a telephone, books, table lamp and a valise full of money on it. So, it is obvious that the setting is in an office. In this scene, a valise full of money becomes the important props because it is motivated the both figure on picture in doing their action. From the figure movement, we can see Orlov shows his relax gesture while he smokes and drinks a glass of vodka, he stares at Dimitri who sits in front of him, and Dimitri is checking the valise full of money. This combination offers impression that they are making a discussion and it is dealing with a business because a valise full of money is with them, meaning that Orlov wants to get something from Dimitri.
As capitalism explains that an individual has an authority to organize his property (in this case, it is money) and free to use it based on their interest, as long as it is legal. But, in this scene, Orlov shows his freedom to possess a certain thing in illegal way because he wants to buy the fire arms without ownerless.

As explained previously, that the right of property in capitalism becomes something important so that individuals have authority to arrange their property freely, and it means they can use it based on their self interest. Similarly, on 00:41:39 minutes in the film, Orlov describes as an arm dealer who uses his money (his property) to buy some commodities (in this case the commodities are: fire arms, tanks, helicopter gunship) from the Soviet military bases in the end of cold war era, which are the commodities is government owned but he still wants to buy it. Orlov’s action indicates the freedom of property that shows an individual frees to possess something or to use his money to purchase something. It describe through the picture below.

From the picture above, we can see that the setting is a military base. The setting shows a long rank of tanks in a gloomy day and it matches to the narrative term that refers to the end of the cold war era. Then, we can see that Orlov is sitting
on the fallen statue of Lenin\textsuperscript{38} while he calculates military tanks. The Lenin’s statue here become an important props, because it symbolizes of the communist side\textsuperscript{39}, the fallen statue also symbolizes the collapse of the Soviet Union’s regime which is known as communism countries in the end of cold war and the position of Orlov who is sitting on it symbolize the progression of capitalism toward communist in the end of cold war era. The picture gives impression that Orlov as someone who comes from nowhere (represent of capitalist side) is able to purchases a government property from the state which follows the concept of communist with out any obstacle. So, Orlov represents his freedom of property by purchasing a certain commodities or using his money to purchase something from the government who does not recognizes the individual freedom to possess a government’s property.

To conclude, Orlov represents the freedom of property in the film in two different ways. First, he uses his money to purchase certain government property from the state which is zero government in illegal way. Then, he sells a certain property which does not belong to him but after he gets permission form the owner, he can sells it. As the theory of Capitalism from Adam Smith says that an individual is able to possess, to purchase, and to trade off his certain property without any obstacles as long it is legal. But, the freedom of property which is represented by

\textsuperscript{38} Vladimir Ilyich Lenin (Lenin) is one of the initiators of Russian Revolution and Soviet Union, he also known as magnate who proposes the communism system in Russian, today his concept called Leninist. V.I.Lenin, the time 100 leaders and revolutionaries. Accessed on December 27 2008. http://www.time.com. p. 1

\textsuperscript{39} Communism is a economic system characterized by the collective ownership of property and by the organization of labor for the common advantage of all members, in communism, the government plans and controls the economy and a single, often authoritarian party holds power, claiming to make progress toward a higher social. Communism do not fully recognize of the individual freedom as in capitalism. Communism, dictionary. accessed on January 03 2009. http://www.answers.com. P.1
Orlov in the film undergoes a shifting idea from the theory because he shows it in illegal way.

d. Freedom of Making Profit.

Another freedom which is represented by Orlov in the film is the freedom of making profit. The freedom means that an individual can derive profit by selling a product for more than the cost required to produce or acquire it. Some consider the pursuit of profit to be the essence of capitalism. The Sociologist and Economist, Max Weber, says that capitalism is identical with the pursuit of profit, and forever renewed profit, by means of conscious, rational, capitalistic enterprise.

Besides, capitalist economy provides opportunity for someone to get profit because it is guaranteed by three freedoms above: freedom of trade and occupation, freedom of contract, and freedom of property. So, obviously every individual can enter the profit system. On 00:15:01 minutes in the film, Orlov represents as a man who gets the profit from selling guns even he comes from nowhere but he still can enter the profit system.
Orlov : So, we sell by the kilo?
Vitali : Second hand weapons but they are still OK
Orlov : How many kilos would you like?
Costumer : Five thousands
Orlov : I had a flirt for languages. But I soon discovered that what talks best are dollars, dinars, drahmas, rubles, rupees and pounds fucking sterling

From the dialogue above, we know it is a scene that tells about a business transaction between buyer and seller. Orlov reflects as a merchantman who comes from nowhere that can enter the profit system by selling second hand weapons and unconventional, he also sells it by the kilos. Even though, the weapon is second hand products, but there is still a consumer who is willing to buy it. So as the result Orlov gets a profit from his product. On the last dialogue, obviously Orlov represents his freedom to making profit by accepting some currencies from several countries as an exchange of commodity in his transaction to make his business transaction easier and to make his product selling well.

As explained previously (see freedom of trade), the left picture (00:15:12) shows Orlov when he makes a business transaction in ammunition storage. Usually a business transaction refers to an effort of getting profit from selling a certain commodities. On the right picture (00:15:18) shows Orlov’s gesture when he wants to reach the money, the picture seems focus to the money and it becomes an important props because it symbolizes as a profit that something Motivates Orlov to run a fire arms business.

Another dialogue on 00:16:34 minutes in the film also shows how the freedom of making profit is represented by Orlov.
Orlov internal dialogue:
Selling guns are like selling vacuum cleaners. It may cause pound of payment, take orders, I was an equal opportunity merchant of death. I supplied every army, but the Salvation Army. I sold Israeli made Uzis to Muslims. I sold Communist made bullets to Fascists. I supplied every army, but the Salvation Army. I sold Israeli made Uzis to Muslims I sold Communist made bullets to Fascists. I even shipped cargo to Afghanistan when they were fighting my fellow Soviets. I never sold Osama bin Laden. Not on any moral grounds back then there were always balance and checks.

As we can see from the dialogue above, Orlov also reflects as a man who running his business without care about whom will buy his products; he sells his product without take aside he only focuses to run it as best as he can, he only cares about the profit. In fact, if a merchantman limits his consumer so consequently he will get a small range market, so as the result he will get a small profit too. That is why, he sells his product to all whomever want to buy. Although, once he does not want to sell his merchandise to a certain group or person, so the reason is not particularly for the humanity consideration or another consideration but it is because of the profit consideration. As capitalism considers that the pursuit of profit becomes one of the essential parts in it because mostly, profit could be motivating an individual in doing something. Obviously, in this scene, Orlov represents the freedom of making profit by applying the basic principle to get profit. He sells his merchandises without choosing his consumer and he sells it to anybody without considering their social class, ethnic, and nationality to expand the scope of his market.
Additionally, from the picture above (on 00:17:17 minutes), we can see that the setting is a certain place in a bright day light. In the spot, we can see there is a hill, two big mountain stones, a jeep and also some men wears Middle East clothes are pulling the donkeys that pick up certain goods. The setting gives impression that Orlov is in a certain place in the Middle East country. Besides those things that locate in the setting there is a heap of money on the stone, the money become important props in the setting because it motivates Orlov in doing action, indicating that he is a money oriented person. From the costume, we can see that he wears a set of tidy coat and wearing black glasses, the costume looks contrastive with the condition around him. The figure movement of Orlov also shows his gesture when he is checking the money, he looks so serious counting it. The costume and the figure movement lead an impression that Orlov will go to anywhere, even to a place like desert, as long as there is an order from consumer to purchase his merchandise and it means that he will get lot of money.

From the explanations above, basically, Orlov already represents the first capitalism characteristic (the individual freedom which is consists of four freedoms
freedom of trade and occupation, freedom of contract, freedom of property and freedom of making profit). As the individual freedom acknowledge the self interest and allow a man to pursuit his self interest as the essential parts in it. But mostly he represents the individual freedom in illegal way. He pursuit his interest by running arms business in illegal way without obey the government’s role of certain business. So, the ways Orlov represents the individual freedom in the film undergoes the shifting idea toward the theory of capitalism by Adam Smith which also emphasize the importance of running a legal business.

2. Free Market

In free market, the price is agreement between seller and buyer. The agreement becomes the principle of free market. The economic activity in free market is organized and coordinated through the interaction of buyers and sellers (or producers) in markets. Instead, they are determined in a decentralized manner by individuals trading, bargaining, cooperating, and competing with each other. If the buyers have no willing at the price that the seller offers, they have the freedom to retain it. The prices that the buyers are willing to pay for a commodity and the prices at which the sellers are willing to part with that commodity are direct influenced by supply and demand.

On the 00:58:55 minutes in film, Orlov is represented as a businessman who makes an interaction with his consumer to decide the exchange of good and it refers to the free market.
Andre Baptist: I am not going to pay your asked price. We’re not rich people. Besides, market is already flooded with your Kalashnikovs. Do you realize in some parts of my country you can get one for the price of a chicken?

Orlov: But you can't just look at the unit price. You forget auxiliary costs, end user certificates that we forge the notary shell company setup, insurance purchase, piles of cruise hired. Not to mention the bribes. You cannot get a nut and bolt out of Eastern bloc without a bribe. There is one bribe for the nut another for the bolt. Andy, Andy, listen to me. This is an expensive proposition Andy?

Andre Baptist: I'm going to pay you in timber or stone

Orlov: I'll take the stones; it’s kind of hard to get a tree truck in my hand luggage

The dialogues above reflect that Orlov’s business runs into the free market system because the dialogues indicate a business transaction which is resulting the price of the firearms as an agreement between Orlov and his consumer, in this transaction the buyer offer the exchange of property is not in cash but in stone (diamond) and as the seller, Orlov agrees with it. The dialogues above refer to the Adam Smith’s description about free market which is mentioned that the basic principle of free market is an agreement between seller and buyer to result the price in market. So, the process in the dialogues above obviously represents the free market where the buyer and seller make an interaction to achieve an agreement without any coercion from anyone. In this scene, Orlov represents the free market by making an interaction with his consumer to reach an agreement about the price or the exchange of his merchandises and there is no coercion from others in this interaction which influences the agreement.
Another dialogue on 00:23:22 minutes in the film also indicates that Orlov shows the practice of free market in his business.

*Orlov internal dialogue:*
(The second rule of gun running is always insure, you have a full proof way to get paid, preferably in advance, ideally to an off-shore account. That is why I choose my customer so carefully. Say what you like about warlords and dictators. They tend to have highly developed sense of order. They always pay their bills on time.)

**Orlov**: What is this?
**Costumer**: six kilos of pure cocaine.
**Orlov**: I can't hand this, to my fucking bank teller at Chase Manhattan
**Costumer**: Listen, asshole, you should be thanking me. Have you checked the street price today? With the seizures at the border last week, it's jumped thirty percent
**Orlov**: whoa... whoa... I sell guns. I don't sell drugs.
**Costumer**: Diversify
**Orlov**: I've got standards. You don't pay, you don't play.
**Costumer**: Fuck you!
**Orlov**: Ok, we have a deal.

From the dialogues above, we know that Orlov as the seller feels disagree about the price or the exchange of certain commodity which the buyer is offered to him. Obviously, he can stop the business transaction immediately or he can make another bargaining process with the buyer to solve the problem. Therefore, as in capitalism that grants and protects the property rights provides the property owners an entitlement to sell their property, according to their own valuation of that property; if the buyers disagree with the offered price, they have freedom to retain. Once again, that an agreement between seller and buyer is an essential part in free market. In this scene, Orlov faces the situation where he does not agree with the offered exchange
from the seller. But, after he makes an interaction with his consumer the agreement reached between them.

On 00:15:01 minutes in the film, indicates the way Orlov represents the free market in his business.

Orlov : So, we sell by the kilo?
Vitali : Second hand weapons but they are still OK
Orlov : How many kilos would you like?
Costumer : Five thousands
Orlov : I had a flirt for languages. But I soon discovered that what talks best are dollars, dinars, drahmas, rubles, rupees and pounds fucking sterling

The dialogues above reflects Orlov as the seller who offers a price of his merchandises to the buyer, he also gives notice to his client that he sells his merchandises by the kilos and tells the buyer that it is a second hand, thus the buyer is free to cancel the business if he does not agree with it and if there are no willing at Orlov’s offered price, the buyer has a freedom to retain it. But the buyer has an interest in Orlov’s merchandises and wants to buy it. In free market, where all economic decisions regarding transfers of money, goods, and services take place on a voluntary basis, free of coercive influence, and if the buyers disagree with the offered price, they have freedom to retain. This scene reflects that Orlov runs his business in the circle of free market; he represents the free market by having an interaction with the buyer in order to achieve an agreement in his transaction without any coercion from another side, he never forces his client to accept the price that he offers. He allows his client to decide his choice based on their interest.
Another scene also shows an activity which indicates that Orlov represents a free market system. The writer takes a picture on 01:40:47 minutes in the film.

![Image of Orlov and client in a transaction scene]

Orlov: Right, I have 500 units, Brand new. Right out of box, all as clear as this. What have you got?

The pictures above show Orlov when he makes a transaction with his client. On the left picture, we can see that the setting of the picture is a hot mountain range. In the setting, we can see a firearm and some diamonds on the table also a black guy whom is dressed in army uniform as Orlov’s consumer. Then, the diamonds becomes the important props in setting, because it motivates him to visit the place. We can see the figure movement of Orlov when he tries to show his firearm to his client and the client looks calm while he hold a big dagger and some diamonds in front of him, they are sitting face to face. This picture leads an impression that they are in a business transaction, that Orlov as the seller who recommends his firearm and the black man as the buyer who uses the diamond as the exchange of commodity. Moreover, the dialogue also indicates that Orlov is trying to offer, to explain his merchandise to his client, and to ask the client what he has to pay Orlov’s merchandises. So, the picture and dialogue indicate that there is an interaction between buyer and seller when they
make a deal. It seems that the seller agrees to be paid by the diamonds and the buyer agrees at the offered price and it refers to free market.

From the explanations above, Orlov is represented as a businessman who always interacts with his consumer to make an agreement when he runs the business without any coercion from others. As in free market, the economic activity is organized and coordinated through the interaction of buyers and sellers in markets. So, the free market which is represented by Orlov in the film does not undergo a shifting idea toward the Adam Smith’s description about free market which also emphasizes the agreement that free of coercion or intervention from others even from government. Orlov as a man who runs the arms business always makes an interaction with his consumer and makes a price’s agreement, so it means he has represented the other capitalism characteristic (free market) appropriate to Adam Smith’s description.
A. Conclusions

After analyzing the way of the main character represents the capitalism characteristic. The writer draws a conclusion that Yuri Orlov as the main character in the film “Lord of War” has represented the capitalism characteristic. The representation of capitalism characteristics is gained because Orlov shows the activities which give indications about the individual freedom and free market through the dialogues and pictures in the film.

The individual freedom in the film “Lord of War” is shown through the efforts of the main character that is free to do something to achieve his fortune by pursuing his interest to the firearms trading. His efforts aim at the four freedoms: freedom of trade and occupation, freedom of contract, freedom of property and freedom making profit.

The representation of freedom of trade and occupation shows that the film Lord of War represents Orlov as a businessman who has freedom to runs a business without obey the government’s role. This representation only focuses on the freedom for someone to be running a business without caring the role of government.

The freedom of contract is shown through Orlov’s effort to make an agreement with his consumer freely, he never he never makes a contract legally. But, he still represents the freedom of contract because the essential term of a contract is
not about the legality but on the agreement between himself and his consumer (such as: an agreement to employ, to purchase, to define the price).

Then, the ways the freedom of property which is shown in the film are: First, Orlov uses his money to purchase certain government property from the state which is zero government in illegal way. Second, he sells a certain property which does not belong to him but after he gets permission form the owner, he can sells it. This representation only emphasizes the freedom to possess, to purchase, and to trade off a certain property without caring it is legal or not.

The freedom of making profit is shown by Orlov through his efforts selling his weapons without taking side’s, and he will go everywhere just to sell his merchandises to get profit. But, he runs his business illegally.

The way Orlov represents the individual freedom (which consists of four freedoms above) undergoes a shifting idea towards the Adam Smith’s theory about capitalism which also emphasizes the role of government in running a business beside individual right.

The representation of the free market which is shown in the film Lord of War does not undergo a shifting idea toward Smith’s theory about free market. The free market is shown through the main character, Orlov who reflects as a businessman who always interacts with his consumer to make an agreement when he runs the business without any coercion from others. As in free market, the economic activity is organized and coordinated through the interaction of buyers and sellers in markets.
It means he has represented the free market appropriately to the Adam Smith’s theory about free market.

**B. Suggestions**

The film “Lord of War” implies many prudential messages for the viewers. Through the film “Lord of War”, the viewers understand that the capitalism characteristics can be obtained through the efforts, the activities and the freedoms of the main character to get prosperity by pursuing his self-interest in running a business. The Capitalism characteristics also can be appeared in many aspects of life, not only the economic and the trading aspect.

In analyzing film or literary work, researchers should use the right theory or approach in order to have the right comprehension of the film or the literary work itself. In this research, the writer uses the capitalism theory of Adam Smith in analyzing the film “Lord of War”. But, but it is possible for the other researches to use another theory or approach in analyzing this film. So, for the researchers who are interested in doing the same research particularly concerning about capitalism to read more various theories from another figure such as: Ayn Rand, Max Weber, and Karl Marx, etc to get more knowledge and a broader comprehension about it.
BIBLIOGRAPHY

Book:


Websites:

Camera shots, angles and movement, lighting, cinematography and mise en scene.
http://www.Film technique.com

Cultural artifact, the free encyclopedia, wikipedia,

Encyclopedia II, Capitalism, Characteristics of capitalist economies.


http://www.uwec.edu/ranowlan/representation_ideology_film.html Capitalism:

*The University of Chicago*: Theories of Media: Keywords Glossary: text
http://csmt.uchicago.edu/glossary2004/text.htm