

**JOE WEIDER’S STRUGGLE
IN INTRODUCING BODY BUILDING IN GEORGE GALLO
FILM, BIGGER**

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ABSTRACT

Success is not an easy way, but it takes a long process. To succeed needs a lot of things to do, but it also needs ways or strategies. Film entitles Bigger is a film which tells about the man who has dreams to be successful in his business. This study aims to know the motivation of Joe Weider to succeed in his career. The method used in this study is a descriptive method, in the form of qualitative, with a motivational psychology approach. The writer applies the theory of Self - Driving. The analysis reveals that the major characters Joe and Ben Weider struggle and motivate themselves in order to succeed in business. The results of data analysis show that to succeed in a business people need some qualities and criteria- initiative, serving, navigating, having responsibility and self-discipline.

Key Words: motivation; self-driving; struggle; success

ABSTRAK

Kesuksesan bukanlah hal yang mudah diraih. Kesuksesan membutuhkan proses yang panjang. Untuk menjadi sukses tidak hanya membutuhkan usaha tetapi juga membutuhkan strategi. Film yang berjudul Bigger menceritakan tentang mimpi untuk menjadi sukses di dunia usaha. Penelitian ini menggunakan metode deskriptif kualitatif. Penelitian ini juga menggunakan pendekatan psikologi. Penelitian ini menggunakan teori self-driving. Hasil dari penelitian ini adalah karakter dari film ini, Joe dan Ben Weider berusaha keras untuk berhasil di dunia bisnis dan memiliki motivasi yang tinggi. Kesuksesan di dunia bisnis memerlukan karakter yang kuat. Kriterianya adalah inisiatif, pelayanan, navigasi, bertanggungjawab, dan disiplin.

Kata Kunci: motivasi; self-driving; usaha; kesuksesan

INTRODUCTION

Joe Weider was a leading figure within the wellness and lifting weights industry, known for his noteworthy commitments to the advancement and improvement of weight training. Joe's entrepreneurial soul driven him to form a line of wellness gear, supplements, and dietary items beneath the Weider brand. These items got to be staples in exercise centers and family units, contributing to the development of the wellness industry . Joe Weider's life story could be a confirmation to the control of enthusiasm, tirelessness, and advancement. His commitments to the wellness industry proceed to rouse and shape the lives of wellness devotees and bodybuilders around the world. Joe Weider's success in the business industry is marked by his ability to turn his passion for fitness and bodybuilding into a multi-faceted and highly influential business empire. Bigger film is a historical dramatization film that chronicles the lives of Joe Weider and his brother Ben Weider, who played important parts within the improvement of the wellness and working out industry. The film was discharged in 2018 and directed by George Gallo.

People can say that motivation is the result of a person's interaction with the particular situation they face. That is why there are differences in the strength of motivation shown by someone facing a certain situation compared to other people who face the same situation. (Siagian , Sondang P. 2012)

The researcher found out the research is purely never taken by anybody. However, the theory used by researcher, especially about motivational psychology, has been widely used by other researchers. But the uniqueness of this research is

seen from different angles. In addition, this research uses a psychological approach, especially motivational psychology. Therefore, this research is claimed to be able to make contributions to the development of literary field. This study aims to know the motivation of Joe Weider to succeed in his career.

METHOD

This research applied a descriptive qualitative method. According to Bogdan (2007), qualitative method is distinguished by five key characteristics. At first, it draws data from natural settings, allowing for an authentic representation of the phenomena under investigation. Secondly, data are analyzed and described using words rather than numerical measurements. Thirdly, the focus is on understanding the process rather than solely emphasizing the outcomes. Fourthly, theory and existing research knowledge are employed to interpret the findings. Lastly, qualitative research aims to explore meaning and gain insights from the participants' perspectives.

The researcher gathered all the resources that he could get from the internet, e-book, and library research to support his study. The researcher uses motivational psychology theory. In this research, the writer uses data source which is Bigger movie. Primary data will be based on the dialogues and the scenes within the movie and the secondary data are taken from book, E-book, academic literature and criticism journals.

RESULT AND DISCUSSION

RESULT

Film entitled *Bigger* could be a historical show film that tells the story of the Weider brothers, Joe and Ben, who played noteworthy parts in popularizing weight training as a don and wellness culture. *Bigger* film talks about aspiration and diligence, outlining how the Weider brothers overcame deterrents and misfortunes to attain their objectives. The film highlights the significance of assurance, difficult work, and versatility in pursuing one's dreams, indeed within the confrontation of restriction or skepticism from others.

Driver's Principles

Initiative

Initiative means working without anyone telling anybody, dare to take risky steps, be responsive, and quickly read symptoms. Within the film "*Bigger*," the writer has tried to see and observe fully through the characters of Joe and Ben Weider, who take bold and inventive steps to convert the world of lifting weights. The writer would like to elaborate on Joe Ben Weider initiative action conducted by him in the film. They are as follows:

Founding the Fitness Empire

Joe Weider, beside his brother Ben Weider, took the activity to build a wellness domain. They began little, distributing wellness magazine. This activity laid the establishment for their future victory within the wellness industry. (sequence : 28.40)

Creating the Mr. Olympia Competition

Joe Weider took the activity to make the Mr. Olympia competition, which got to be one of the foremost prestigious weight training competitions in the world. This activity not as it was given a stage for bodybuilders to grandstand their abilities but moreover made a difference to lift the wear of working out to modern statuses. (sequence: 47 : 50)

Introducing Nutritional Supplements

Recognizing the significance of sustenance in weight training, Joe Weider took the activity to present wholesome supplements to the showcase. He created a line of items, counting protein powders and vitamins, pointed at making a difference bodybuilders accomplish their wellness objectives. This activity revolutionized the way competitors drawn nearer nourishment and supplementation. (sequence : 35: 52)

Promoting Fitness Education

Joe Weider was enthusiastic around teaching individuals approximately wellness and weight training. He took the activity to set up instructive programs and certifications for wellness trainers and enthusiasts. Through activities just like the Weider Standards of Preparing, he given profitable direction and information to trying bodybuilders and wellness devotees around the world. (sequence: 41.36- 42: 56)

Advocating for Bodybuilding as a Sport

Joe Weider took the activity to advocate for weight training as a authentic wear. He worked resolutely to advance lifting weights competitions, secure

sponsorships, and pick up acknowledgment for bodybuilders as competitors. His endeavors made a difference raise the status of working out and cleared the way for future eras of competitors. (sequence: 46; 18- 47: 51)

Serving

As stated in Rhenald Kasali's book *Self Driving*, page 41, one of the principles of driving is initiative. It means working without anyone telling you, dare to take risky steps, be responsive, and quickly read symptoms. In this film major character Joe Weider take initiative steps to do. Within the film *Bigger* which tells the story of Joe Weider, the celebrated bodybuilder and wellness business person, there are a few activity steps taken by Joe Weider delineated all through the story.

Navigating

Exploring is sort of having the abilities to bring the carriage to the goal, know the heading, are able to coordinate, empower and join together activities. Keeping up the vehicle to urge to the goal. Navigating actions taken by Joe Weider, reflecting his strategic thinking, determination, and adaptability. (sequence :53: 51)

Having Responsibility

Obligation includes self-management and self-discipline to prioritize errands, oversee time viably, and take activity to achieve objectives and targets. Joe Weider took responsibility in the film *Bigger* like responsibility to family, responsibility as a businessman, responsibility to the bodybuilding community, responsibility in mentorship, responsibility in personal relationship. (Sequence: 1:09 :57)

Things a Driver Must Have

Self -Discipline

In the film, Joe Weider's life is seen as a noteworthy show of self-discipline as he drives the opportunities of seeking after his dreams in the wellness industry. He applied his self - discipline in order to succeed in his business industry. Joe Weider practices several ways to practice self-discipline in gaining his target in the fitness industry. Weider homes viable time administration strategies to optimize his efficiency and minimize squandered time. He sets particular due dates for errands, breaks down bigger ventures into littler, reasonable errands, and employs devices such as calendars and to-do records to remain organized. By overseeing his time viably, Joe guarantees that he makes the foremost of each day and remains on track towards accomplishing his objectives. (sequence : 1: 19: 34)

DISCUSSION

The result of the analysis will be discussed in this part. The writer found several scenes and the dialogue as proof of the analysis based on the movie by applying the theory and concepts.

Initiative

Initiative means working without anyone telling anybody, dare to take risky steps, be responsive, and quickly read conditions. Joe Weider, beside his brother Ben Weider, took the initiative to create a wellness domain. They began little, distributing wellness magazines such as "Your Physical make-up," which afterward

advanced into "Muscle & Wellness" and "Shape" magazines. This activity laid the establishment for their future victory within the wellness industry

Founding the Fitness Empire

Joe Weider's commitment to working out is fantastic, not only through the creation of the Mr. Olympia competition but too in how he raised the standard, counting its representation in film and broader media.

Joe : I have a big dream. I want something bigger. And so I knew ..you know the marriage had to end....the whole point of marriage is that two people come together and create something , something special, strive for something life that is worth living...people who get together and drop their dream and hope. That just was not for me..(sequence : 28.40)

Joe Weider, regularly called the "Father of Working out," played a essential part in popularizing weight training and changing it into an organized wear with a worldwide following. It is not fair to make a weight training competition; he set up a domain that in a general sense formed the wellness industry and lifting weights culture. His commitments to the world of weight training are multifaceted, counting the foundation of lifting weights competitions, the distribution of wellness magazines, and the advancement of wholesome supplements.

Creating the Mr. Olympia Competition

Joe Weider, beside his brother Ben Weider, established the Universal League of Weight training & Wellness (IFBB) in 1946. This organization was urgent in advancing lifting weights as a authentic don. One of their most critical

commitments to the lifting weights world was the creation of the Mr. Olympia competition in 1965. Mr. Olympia was outlined to keep Mr. Universe victors competing and to supply a platform for them to win a living through the don. This competition rapidly got to be the foremost prestigious occasion in working out, pulling in competitors from around the globe.

Joe : The champion bodybuilders came to see ..we are the IFBB,...

Body builder : We came to compete Harry... You take this way...we will make you regret...

Agen : Fine..fine.....this competition will go on...we will discuss rules and regulations , with you....with IFBB *at later time, good luck...* (sequence: 47 : 50)

From the dialogue above the writer would like to conclude that Joe Weider has the ambition to open the new bodybuilding to fulfill his ambition. He is the man of his great obsession.

Promoting Fitness Education

Joe Weider was eager to instruct people around wellness and weight preparing. He took the movement to set up educator programs and certifications for wellness coaches and devotees. Through exercises rather like the Weider Benchmarks of Planning, he given productive course and data to attempting bodybuilders and wellness lovers around the world.(sequence: 41.36- 42: 56)

Joe : Mom. Look at this before and after

Woman : Remarkable...what is the secret....

Joe : just what he is doing..here..repetition..that is all ..anyone can do it...Weider weights come with a set of instructions....and a list of my favorites exercises..these exercises will tone and shape your

body.. which will in turn free your spirit...

The film would start by building up Joe Weider's vision for advancing wellness instruction. Weider's character would be portrayed as an enthusiastic advocate for the transformative control of wellness, accepting that everybody ought to have access to data and assets to progress their wellbeing and well-being.

Serving

As expressed in Rhenald Kasali's book *Self Driving*, page 41, one of the standards of driving is activity. It implies working without anybody telling you, set out to require unsafe steps, be responsive, and rapidly study indications. Through its depiction of Joe Weider's advancement of wellness instruction, the film would communicate a message of strengthening, highlighting the potential for people to require control of their wellbeing and well-being through instruction and activity. Weider's story would serve as an update of the transformative control of information and the significance of making wellness open to all.

Joe Weider's approach to serving the world through worldwide weight training competitions, counting the Mr. Olympia challenge, was multifaceted and impactful. Here's an investigation of how he served the worldwide lifting weights community through these competitions: Weider recognized the potential for lifting weights to rise above national borders and bring individuals together from assorted foundations. He initiated endeavors to globalize weight training by organizing worldwide competitions just like the Mr. Olympia challenge. These occasions gave a stage for competitors from diverse nations to exhibit their gifts, trade thoughts,

and cultivate camaraderie, contributing to a sense of solidarity and shared reason inside the worldwide working out community.

In brief, Joe Weider served the world through universal working out competitions by advancing social trade, hoisting the wear, giving openings for competitors, and cultivating a sense of community. His vision and authority made a difference to join together individuals from assorted foundations in their shared interest of wellness and greatness, clearing out an enduring bequest that proceeds to motivate eras of bodybuilders around the globe.

Navigating

In a bigger film, the depiction of Joe Weider's part in exploring the world of working out and wellness would be multifaceted, displaying his key thinking, flexibility, and authority within the confront of different challenges. Here are things conducted by Joe and his brother Ben Weider (sequence:53: 51)

Visionary Leadership

The film would highlight Joe Weider's visionary authority in exploring the complexities of the weight training industry. From the beginning, Weider would be portrayed as a trailblazer with a clear vision for long haul of wellness, recognizing rising patterns and openings for development. Through interviews, authentic film, and sensational reenactments, watchers would pick up understanding into Weider's key approach to directing his company of lifting weights toward victory.

Weider : Jack how in the world did you get a bank?
Jack : I didn't . there is no way they would lend me the money.
They all think we're loonies.
Weider : You know, I learned the hard way.

Jack : Come on..why even thinking about building another gym in the first place? And don't be so hasty..? I am your friend , I am not Billy Hulk. I have all of your work. I have your weight, I have your magazines

From the conversation above Weider comes to Jack gym in order to supervise his dream gym.

Business Acumen

Weider's trade intuition would be a central center of the film, outlining his capacity to explore the monetary, calculated, and competitive challenges characteristic within the wellness industry. Watchers would see Weider arranging profitable sponsorship bargains, extending his distributing domain, and deliberately situating his brand to capitalize on showcase patterns. Through key turning points and turning focuses, the film would highlight Weider's sharp decision-making and entrepreneurial soul.

Adaptability and Innovation

A repeating topic within the film would be Weider's versatility and eagerness to grasp advancement in reaction to changing circumstances. Whether it is presenting unused preparing strategies, propelling groundbreaking supplements, or leveraging developing media stages, Weider would be depicted as a forward-thinking innovator who isn't anxious to require dangers and challenge the status quo. Watchers would witness Weider's capacity to turn and advance within the confrontation of moving shopper inclinations and industry flow.

Having Responsibility

In the film "Bigger," which portrays the life of Joe Weider, the concept of responsibility is depicted through Joe's actions and decisions in various aspects of his

life and career. Here's an analysis of how Joe Weider demonstrated responsibility in the film:

Responsibility to Family: Throughout the film, Joe Weider demonstrates a sense of responsibility towards his family, particularly his younger brother Ben Weider. Despite their differences and occasional conflicts, Joe takes on the role of a protector and mentor to Ben. He feels responsible for guiding his brother and supporting him in their shared endeavors in the fitness industry.

Responsibility as a Businessman: As an entrepreneur, Joe Weider takes his responsibilities seriously when it comes to building and expanding his fitness empire. He understands the impact of his business decisions not only on his own success but also on the livelihoods of his employees and partners. Joe shows a commitment to ethical business practices and takes responsibility for the welfare of those involved in his ventures.

Things a Driver Must Have

Self -Discipline

In Bigger film, Joe Weider's life seen a vital appear of self-discipline as he drives the openings of looking for after his dreams within the wellness industry. He connected himself - teaching in order to succeed in his trade industry.

The analysis of how Joe Weider's journey reflects the theme of self-discipline:

Commitment to Physical Wellness

From a youthful age, Joe Weider illustrates a solid commitment to physical wellness and weight training. He perseveringly takes after preparing regimens, follows strict diets, and pushes himself to exceed expectations within the wear. Joe's teaching in keeping up his claim of physical wellness serves as the establishment for his afterward victory as a weight training business person.

Steady Work Ethic

All through the film, Joe Weider shows a reliable work ethic characterized by devotion, tirelessness, and assurance. He approaches his endeavors with a sense of reason and urgency, working energetically to attain his objectives. Whether it's distributing magazines, organizing competitions, or propelling unused items, Joe keeps up a restrained approach to his work, never permitting mishaps or impediments to discourage him from his targets.

Setting and Seeking after Objectives

Joe Weider sets driven objectives for himself and seeks after them with immovable assurance. He envisions a future where weight training is recognized as a genuine don and works resolutely to form this vision a reality. Joe's capacity to set clear, noteworthy objectives and remain restrained in their interest empowers him to overcome challenges and accomplish momentous victory within the wellness industry.

CONCLUSION

The film pictures the story of Joe and Ben Weider, focusing on their journey from zero to hero, becoming influential figures in the fitness industry. Here is the

conclusion of the film. Enthusiasm for Lifting weights: Joe's profound energy for weight training and wellness may be essential inspiration. His own transformation through weight lifting and his conviction within the benefits of a sound way of life fuel his assurance to spread this information to others. Individual Challenges: Developing up in a destitute foreigner family, Joe confronted various individual challenges, counting money related hardship and a need of assets. These struggles instilled in him a solid work ethic and a want to form a distant better; much better; higher; stronger, better life for himself and his family.

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