

AN ANALYSIS OF JORDAN BELFORT CHARACTER
FROM “THE WOLF OF WALL STREET” MOVIE

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ABSTRACT

The purpose of the research to : (1) Reveals the character of Jordan Belfort in “The Wolf of Wall Street” movie, (2) The research will allow you to gain a comprehensive understanding of Jordan Belfort's character, motivations, and actions as depicted in the movie. By exploring various aspects of his personality, behavior, and development, you can develop a nuanced analysis that goes beyond surface-level observations.

The researcher uses qualitative method for, In qualitative research, the researcher is the primary instrument for gathering and analyzing the data. The research directly observed the data from the film and internet.

In "The Wolf of Wall Street," Jordan Belfort possesses immense charm and manipulative abilities, which he uses to convince people to invest in his fraudulent schemes. He builds rapport and trust with potential clients, uses persuasive language and storytelling to evoke emotions, appeals to greed and aspirations, and overcomes objections and doubts. Belfort exudes confidence and authority, establishing credibility and persuading others to follow his lead. However, Belfort's persuasive abilities stem from his greedy and ambitious nature. He relentlessly pursues wealth and power, disregarding ethical boundaries and engaging in illegal activities.

Key words : Character analysis, Movie analysis, Personality, Motivation.

ABSTRAK

Tujuan penelitian ini untuk : (1) Mengungkap karakter Jordan Belfort dalam film “The Wolf of Wall Street”, (2) Penelitian ini akan memungkinkan Anda untuk mendapatkan pemahaman yang komprehensif tentang karakter, motivasi, dan tindakan Jordan Belfort seperti yang digambarkan di dalam film. Dengan menjelajahi berbagai aspek kepribadian, perilaku, dan perkembangannya, Anda dapat mengembangkan analisis bernuansa yang melampaui observasi tingkat permukaan.

Peneliti menggunakan metode kualitatif karena, Dalam penelitian kualitatif, peneliti adalah instrumen utama untuk mengumpulkan dan menganalisis data. Penelitian ini mengamati langsung data dari film dan internet.

Dalam "The Wolf of Wall Street", Jordan Belfort memiliki pesona luar biasa dan kemampuan manipulatif, yang dia gunakan untuk meyakinkan orang agar berinvestasi dalam skema penipuannya. Dia membangun hubungan dan kepercayaan dengan klien potensial, menggunakan bahasa persuasif dan bercerita untuk membangkitkan emosi, menarik keserakahan dan aspirasi, dan mengatasi keberatan dan keraguan. Belfort memancarkan kepercayaan dan otoritas, membangun kredibilitas dan membujuk orang lain untuk mengikuti jejaknya. Namun, kemampuan persuasif Belfort berasal dari sifatnya yang rakus dan ambisius.

Kata kunci : *Analisis Karakter, Analisis Film, Kepribadian, Motivasi.*

BASIC CONSIDERATION

The Oxford English Dictionary (1986) defines as "written works, especially those considered of superior or lasting artistic merit." This includes a wide range of genres, such as novels, poetry, plays, essays, and other forms of creative writing. The key element in this definition is the notion of artistic merit, which implies that literature is not just any written work, but rather something that has aesthetic value and enduring quality.

Baldick, Chris. "The Oxford Dictionary of Literary Terms." (2008) Literature can be considered as an important form of human expression, reflecting the cultural, social, and historical contexts in which it was produced. It can provide insights into the human experience and help us to better understand ourselves and the world around us.

Literature refers to written or spoken works that use language to express ideas, emotions, and experiences. This can include poetry, fiction, drama, and non-fiction such as essays and memoirs. Literature is often considered an art form that provides a means of exploring and understanding the human experience, as well as exploring larger social, cultural, and historical contexts. Literary works can be created for a variety of purposes, including entertainment, education, enlightenment, and cultural preservation. Literature can be enjoyed for its aesthetic qualities, as well as for the ideas and insights it provides.

Based on the term above it can be concluded that literature is a form of written or spoken communication that uses language to express ideas, emotions, and experiences, and is characterized by its artistic merit and enduring quality.

A movie character is a fictional character that appears in a movie. It is a person, animal, or even an inanimate object that has a role or a significant part to play in the story of the film. Movie characters can be protagonists, antagonists, or supporting characters, and they can be portrayed by actors, voice actors, or even computer-generated imagery (CGI). A well-developed movie character can have a significant impact on the success of a film and can become iconic or memorable to audiences. Some popular examples of movie characters include Harry Potter, Darth Vader, James Bond, and Woody from Toy Story.

According to Aristotle, a character in a dramatic work (such as a play) should have a clear and consistent "ethos," or moral and emotional disposition, that is appropriate to the genre and subject matter of the work. The character's actions and decisions should be motivated by this ethos, and should be consistent with the overall plot and themes of the work.

Aristotle believed that characters should be recognizable and relatable to audiences, but also should possess a degree of complexity and depth that allows for a nuanced exploration of human nature and behavior. He emphasized the importance of "hamartia," or a tragic flaw or error in judgment, as a key component of character development and dramatic tension.

It can be summed up that movie characters are a crucial element of the film industry, serving as the driving force behind a film's narrative and its emotional impact on audiences. A well-developed character can be the difference between a successful movie and a forgettable one, and their depth and complexity can allow for a nuanced exploration of human nature and behavior.

RESEARCH METHODOLOGY

According to (Creswell, 2014) "Qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem". In this research, the researcher uses qualitative method for, In qualitative research, the researcher is the primary instrument for gathering and analyzing the data. This research uses the instrument in conducting the research. the research does not need a questionnaire. The research directly observed the data from the film and internet.

RESEARCH FINDING

When we understand a literary work, it means understanding the important elements in it and one of the important elements in a literary work is the character, through the character the reader can understand the actions, thoughts and conversations that the character explores. Furthermore, the reader is brought to be able to understand the situations, feelings and problems faced in a story. Robert Stanton in his book *An Introduction to Fiction* (1965: 18), states that in literary works, character is a general embodiment of human behavior that determines thoughts, words, and actions that come from within humans expressed through actions, dialogues, and comments. According to him the most important thing to get facts from all characters is the words and actions of the characters and in a work of fiction every conversation, every action is not only part of the plot but is the embodiment of the character.

On this occasion the author would like to describe the character of Jordan Belfort. The process of character building experienced by Jordan Belfort cannot be separated from a long journey in which it is complete with of his struggles. In analyzing the character of the main character Jordan Belfort, in the movie "The Wolf of Wall Street".

"The Wolf of Wall Street" is known for its fast-paced storytelling, dark humor, and Leonardo DiCaprio's captivating performance as Jordan Belfort. The movie offers a scathing critique of the excesses of Wall Street and provides a compelling look into the world of high finance and its ethical pitfalls.

However, the movie also showcases the consequences of Belfort's actions. His excessive lifestyle takes a toll on his personal life, and he faces legal troubles as law enforcement agencies start investigating his fraudulent activities. The film explores the rise and fall of Jordan Belfort, depicting both the allure and the destructive nature of his high-flying lifestyle.

4.2 Character analysis

4.2.1 Charismatic and persuasive



(38.15)

Jordan Belfort possesses immense charm and the ability to convince people to invest in his fraudulent schemes. He often uses his charismatic nature to manipulate others and make them believe in his fraudulent stock sales.

1. Building rapport and trust: Belfort understands the importance of establishing a connection with his potential clients. He creates an atmosphere of trust and likability, making people more receptive to his sales pitches. Example: Belfort often begins his sales meetings by engaging in small talk and finding common ground with his audience. By building rapport and finding shared interests, he creates a sense of trust and camaraderie.
2. Using persuasive language and storytelling: Belfort is skilled at using persuasive language to paint compelling pictures and evoke emotions. He tells captivating stories to create a sense of excitement and urgency around his investment opportunities. Example: Belfort employs vivid and persuasive language to describe the potential benefits of the stocks he promotes. He weaves narratives that make people believe they are missing out on life-changing opportunities if they don't invest.
3. Appealing to greed and aspirations: Belfort understands that many people are driven by their desires for wealth, success, and a luxurious lifestyle. He taps into these aspirations to persuade his clients to invest in his fraudulent schemes. Example: Belfort often highlights the potential financial gains and lifestyle benefits that his clients can achieve by investing in the stocks he promotes. He presents a vision of wealth and opulence that appeals to their greed and aspirations.

4. Overcoming objections and doubts: Belfort has a knack for addressing objections and doubts raised by potential investors. He has persuasive responses ready to counter objections and alleviate concerns. Example: When potential clients express skepticism or raise concerns about the legitimacy of the investments, Belfort uses persuasive arguments to overcome their objections. He employs logical reasoning, expert testimonials, and exaggerated claims to address doubts and reinforce his pitch.
5. Demonstrating confidence and authority: Belfort exudes confidence and projects an aura of authority, which helps him establish credibility and persuade others to follow his lead. Example: Belfort carries himself with an air of self-assurance and presents himself as an expert in the field of finance. His confidence and authoritative demeanor make people more inclined to trust his investment advice and follow his recommendations.

Overall, Jordan Belfort's persuasive abilities in "The Wolf of Wall Street" stem from his charm, storytelling skills, emotional intelligence, and his ability to tap into people's desires and aspirations. These tactics, combined with his natural charisma, allow him to convince others to invest in his fraudulent schemes.

4.2.2 Greedy and Ambitious



13.38

Belfort is driven by his insatiable greed and desire for immense wealth and power. He relentlessly pursues opportunities to make more money and push the boundaries of legality.

1. Greed: Jordan Belfort's insatiable greed drives him to constantly pursue more wealth and material possessions. He is never satisfied with what he has and always wants more, regardless of the consequences. Example: Belfort amasses immense wealth through his fraudulent activities, but instead of being content, he becomes even more obsessed with

accumulating greater fortunes. He disregards the harm caused to investors and is solely focused on personal gain.

2. **Ambition:** Belfort is fiercely ambitious and willing to go to great lengths to achieve success. He craves power, recognition, and a high social status, which fuels his relentless pursuit of wealth. Example: Belfort establishes his own brokerage firm, Stratton Oakmont, and quickly builds it into a massive operation. He constantly pushes his employees to generate more sales and profits, driven by his ambition to become a major player in the financial industry.
3. **Unquenchable desire for success:** Belfort's greed and ambition are rooted in his unquenchable thirst for success. He measures his self-worth by his financial achievements and perceives success as the ultimate validation of his abilities. Example: Belfort becomes obsessed with being ranked on Forbes' list of the wealthiest individuals. He relentlessly pursues greater wealth, willing to sacrifice ethical boundaries and engage in illegal activities to achieve his goal of being perceived as successful.
4. **Ruthless pursuit of opportunities:** Belfort is constantly on the lookout for new opportunities to make money, and he seizes them without hesitation. He is willing to exploit any situation to his advantage, even if it means resorting to unethical or illegal means. Example: Belfort takes advantage of the deregulation of the stock market in the 1980s and uses it as an opportunity to manipulate stocks and defraud investors. He sees this as a chance to amass tremendous wealth quickly.
5. **Financial one-upmanship:** Belfort's greed and ambition drive him to engage in a form of financial competition with his peers. He constantly seeks to outdo others in terms of wealth, possessions, and lifestyle. Example: Belfort buys a luxurious mansion, a yacht, expensive cars, and other extravagant items to showcase his wealth and demonstrate his superiority over others. He sees these possessions as symbols of his success and uses them to further feed his ego.

These characteristics of greed and ambition depict Jordan Belfort as a driven and opportunistic individual who is willing to compromise his morals and engage in fraudulent activities to achieve his insatiable desire for wealth and success.

4.2.3 Hedonistic lifestyle



1.29.14

Belfort indulges in a wild, excessive lifestyle filled with drugs, parties, luxury cars, and extravagant possessions. He uses his ill-gotten gains to finance his extravagant lifestyle.

1. Extravagant parties: Belfort regularly hosts extravagant parties that are filled with excessive drinking, drug use, and lavish entertainment. These parties often take place in luxurious settings, such as his mansion or exclusive venues. Example: In one scene, Belfort throws a massive party on his yacht, complete with topless women, a live band, and copious amounts of drugs and alcohol. The party becomes chaotic and wild, showcasing the excesses of his lifestyle.
2. Luxury possessions: Belfort surrounds himself with opulent possessions to signify his wealth and status. He indulges in expensive cars, designer clothing, and lavish home décor. Example: Belfort purchases a luxurious mansion in the Hamptons, complete with a massive swimming pool, a private helicopter pad, and extravagant interior designs. He also owns a collection of luxury sports cars, including a Ferrari.
3. Drug and alcohol abuse: Belfort engages in excessive drug and alcohol consumption as part of his hedonistic lifestyle. He uses substances to enhance his experiences and escape reality. Example: Belfort regularly snorts cocaine, takes Quaaludes, and abuses prescription drugs like Xanax. He is often seen in a drug-induced state, engaging in erratic behavior and making impulsive decisions.
4. Sexual promiscuity: Belfort indulges in numerous sexual encounters with multiple partners, objectifying women as mere objects of pleasure. Example: Belfort frequently engages in extramarital affairs and participates in orgies. He treats women as commodities, often hiring prostitutes for his pleasure and encouraging his colleagues to do the same.

5. Fine dining and luxury travel: Belfort enjoys the finest culinary experiences and travels in luxury, further exemplifying his hedonistic lifestyle. Example: Belfort dines at upscale restaurants, ordering expensive dishes and wines without concern for the cost. He also travels in private jets, staying in luxurious hotels and resorts around the world.

These examples highlight the excessive, pleasure-seeking nature of Jordan Belfort's hedonistic lifestyle. His constant pursuit of pleasure, often through immoral and illicit means, contributes to his downfall and the overall depiction of his character in the film.

4.2.4 Unscrupulous and unethical



20.48

Belfort engages in numerous illegal activities, including securities fraud, money laundering, and bribery. He disregards ethical boundaries and focuses solely on making money, regardless of the consequences.

1. Securities fraud: Belfort and his colleagues at Stratton Oakmont engage in rampant securities fraud. They manipulate stock prices, engage in pump-and-dump schemes, and sell overpriced or worthless stocks to unsuspecting investors. Example: Belfort and his team artificially inflate the price of a shoe company's stock, encouraging investors to buy it. Once the stock price peaks, they sell their shares, causing the stock to plummet and resulting in substantial losses for the investors.
2. Money laundering: Belfort goes to great lengths to hide his ill-gotten gains from authorities and law enforcement agencies. He employs elaborate money laundering schemes to launder the money and make it appear legitimate. Example: Belfort uses

offshore shell companies and Swiss bank accounts to move his money around discreetly, making it difficult for law enforcement to trace his illegal activities.

3. Bribery and corruption: Belfort and his associates engage in bribery and corruption to manipulate business deals, gain favors, and secure their positions of power. Example: Belfort bribes a Swiss banker to keep his illegal funds hidden and inaccessible, ensuring that he retains control over his illicit wealth.
4. Exploitation of clients: Belfort and his team exploit their clients by pressuring them into investing in risky and unsuitable stocks, even when it goes against their best interests. They prioritize their own commissions over the financial well-being of their clients. Example: Belfort's brokers use high-pressure sales tactics, misleading information, and false promises to convince clients to invest in stocks that are destined to fail. This results in significant financial losses for the clients while Belfort and his team profit.
5. Lack of regulatory compliance: Belfort disregards regulations and compliance requirements imposed by financial authorities. He operates in a way that allows him to bypass legal restrictions and avoid scrutiny. Example: Belfort instructs his employees to create fake records, manipulate documents, and use deceptive accounting practices to deceive regulators and auditors.

These illustrate the extent of Jordan Belfort's unethical behavior and his willingness to engage in illegal activities for personal gain. His lack of regard for laws and regulations demonstrates the depths to which he is willing to sink to maintain his extravagant lifestyle.

4.2.5 Narcissistic and self-centered



Belfort is self-absorbed and places his own desires above everything else. He is driven by a constant need for validation and the desire to maintain his extravagant lifestyle.

1. Grandiose self-image: Belfort has an inflated sense of self-importance and believes he is superior to others. He sees himself as a master of the financial world and constantly seeks validation and recognition for his accomplishments. Example: Belfort frequently

boasts about his wealth, success, and extravagant lifestyle, often flaunting his possessions and achievements in front of others.

2. Lack of empathy for others: Belfort displays a significant lack of empathy and disregard for the feelings and well-being of those around him. He is primarily concerned with satisfying his own desires and needs. Example: Belfort shows little concern for the financial ruin he inflicts on investors who buy the stocks he fraudulently sells. He prioritizes his own wealth and pleasure over the financial well-being of his clients.
3. Exploitative behavior: Belfort frequently takes advantage of others for personal gain, using them as pawns in his schemes without regard for their well-being or long-term consequences. Example: Belfort manipulates and exploits his employees, pushing them to engage in unethical and illegal activities to further his fraudulent operations.
4. Attention-seeking and validation: Belfort craves constant attention and validation from others. He seeks admiration and adoration, which fuels his ego and reinforces his self-centered behavior. Example: Belfort frequently throws extravagant parties and displays his wealth in order to gain attention and impress others. He revels in the admiration he receives from his peers and subordinates.
5. Lack of accountability and responsibility: Belfort rarely takes responsibility for the negative consequences of his actions. He deflects blame onto others and avoids facing the repercussions of his fraudulent activities. Example: When confronted by authorities or faced with legal consequences, Belfort attempts to shift the blame onto his subordinates or claim ignorance, refusing to accept personal accountability for his actions.

These cases highlight how Jordan Belfort's narcissistic and self-centered traits drive his behavior throughout the film. His inflated self-image, lack of empathy, and constant need for validation contribute to his manipulative and exploitative nature, ultimately leading to his downfall.

4.2.6 Manipulative and deceptive High-risk appetite and thrill-seeking nature



31.52

Belfort has an appetite for risk and enjoys the adrenaline rush that comes with it. He is willing to take bold and often illegal actions to achieve his financial goals.

1. Manipulative and deceptive:

- A. Belfort is a skilled manipulator who knows how to exploit people's emotions and vulnerabilities to his advantage. He uses his charisma and persuasive abilities to deceive others and convince them to invest in his fraudulent schemes. Example: Belfort employs a technique called the "upsell" to convince his clients to buy more shares than they initially intended. He makes them believe that they are missing out on a great opportunity and uses fear of missing out (FOMO) to manipulate them into investing more money.
- B. Belfort often creates an illusion of success and wealth to attract potential investors. He presents an image of prosperity, showcasing his extravagant lifestyle and material possessions to gain trust and credibility. Example: Belfort throws extravagant parties at his mansion, inviting potential investors to witness his opulent lifestyle firsthand. By associating himself with luxury and success, he creates an illusion of legitimacy for his fraudulent activities.

2. High-risk appetite and thrill-seeking nature:

- A. Belfort is driven by a constant desire for excitement and the thrill of taking risks. He thrives on the adrenaline rush that comes with engaging in illegal activities and pushing the boundaries of the law. Example: Belfort encourages his employees to engage in high-pressure sales tactics and take risks to close deals. He instills a culture of pushing

limits and celebrates the successes that come from engaging in unethical and risky behavior.

- B. Belfort is drawn to ventures that promise quick and significant financial gains, often disregarding the potential consequences. He is willing to take extreme risks to achieve his financial goals. Example: Belfort becomes involved in a scheme to defraud investors by selling them shares of a company that doesn't exist. He sees this as an opportunity to make a massive profit quickly, despite knowing it is illegal and could lead to severe consequences if exposed.
- C. Belfort's thrill-seeking nature is not limited to financial endeavors. He also seeks excitement through excessive drug use, engaging in dangerous activities, and engaging in reckless behavior. Example: Belfort frequently indulges in drug use, particularly cocaine and Quaaludes, to enhance his experiences and maintain a high-energy lifestyle. He engages in reckless activities such as driving under the influence and participating in extreme sports, further exemplifying his thrill-seeking nature.

These characteristics of manipulation, deception, and thrill-seeking highlight Jordan Belfort's relentless pursuit of wealth and excitement, even at the expense of others and his own well-being.

DISCUSSION

In "The Wolf of Wall Street," Jordan Belfort possesses immense charm and manipulative abilities, which he uses to convince people to invest in his fraudulent schemes. He builds rapport and trust with potential clients, uses persuasive language and storytelling to evoke emotions, appeals to greed and aspirations, and overcomes objections and doubts. Belfort exudes confidence and authority, establishing credibility and persuading others to follow his lead. However, Belfort's persuasive abilities stem from his greedy and ambitious nature. He relentlessly pursues wealth and power, disregarding ethical boundaries and engaging in illegal activities. Belfort leads a hedonistic lifestyle, indulging in excessive parties, luxury possessions, drugs, and sexual promiscuity. He is unscrupulous and unethical, engaging in securities fraud, money laundering, bribery, and exploiting clients. Belfort displays a narcissistic and self-centered personality, lacking empathy for others and prioritizing his own desires. He is manipulative and deceptive, has a high-risk appetite, and a thrill-seeking nature. Belfort disregards the consequences of his actions and struggles with substance abuse. Despite setbacks, he demonstrates resilience and adaptability, evading legal scrutiny and transitioning

into a new career as a motivational speaker. It's important to note that while Belfort's traits and abilities are portrayed in the film, they are associated with his fraudulent and unethical behavior

CONCLUSION

After analyzing of Jordan belort character from the Wolf of wall street, the researcher might draw conclusion as follows :

1. The author conducts research on Jordan Belfort characteristics in the movie. The following are Jordan Belfort traits that appear in the movie “The Wolf of Wall Street” are Charismatic and persuasive, Greedy and ambitious, Hedonistic lifestyle Unscrupulous and unethical, Narcissistic and self-centered, Manipulative and deceptive High-risk appetite and thrill-seeking nature, Lack of empathy and disregard for consequences, Addictive personality and struggles with substance abuse, Resilience and ability to adapt.
2. The study aims to analyze Jordan Belfort's character in the movie and explore how his personality evolves throughout the course of the film. The researcher wants to understand the factors that contribute to his transformation. The document mentions that dialogue in a movie allows characters to exchange information, express their thoughts, reveal their motives, and move the story forward.
3. The research focuses on analyzing Jordan Belfort's character and his behaviors in the movie. The researcher choose this topic because of their interest in actor Leonardo Di Caprio and his portrayal of the character. The movie is based on the true story of Jordan Belfort, a former stockbroker who became incredibly wealthy through unethical and illegal practices. The study aims to provide a comprehensive understanding of Belfort's character, motivations, and actions as depicted in the film.

SUGGESTION

Based on the research about the characterizations of Jordan belfort from ”The Wolf of Wall Street” based on true story.

1. The researcher suggests to the reader just take the positive messages because there are many positive messages that we can take for our lives such as : the importance of financial literacy, persistence and resilience.

2. The researcher hopes to contribute in academic work to the academic community for further reference.
3. The researcher suggest to the students off UNPI in faculty of letter on the coming researcher to do similar research that related to the movie.

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