

CHAPTER IV

CONCLUSION

Self Made: Inspired by The Life of Madam C.J. Walker is an American TV series produced by Netflix that depicts the true story of African American social activist named Sarah Breedlove, or to be known as Madam C.J. Walker. This series contains the journey of Madam C.J. Walker, who faces several struggles to achieve social and gender equality performed by the people around her, it also tells the efforts she made to achieve the goal to uplift the community.

Madam C.J. Walker's challenges were performed by black men and women who have more power than she is, and it becomes her struggle to reach social and gender equality. The first challenge is colorism from Addie Munroe, a fellow-colored woman with lighter skin color than Madam C.J. Walker, which causes discrimination within the community. Addie Munroe feels superior and makes her underestimate Madam C.J. Walker and the other dark-skinned women as her skin color is lighter than most of them.

The second challenge is sexism done by Theodore and Mr. Washington toward Madam C.J. Walker as a black woman. The sexism shows that there is such thing as called power gap when black men believe that they have to be in a higher position than women, as people who hold more power in society and women could not be in the same position as them in terms of power, authority, nor ability.

In order to get rid of unequal treatment, Madam C.J. Walker shows her efforts to achieve social and gender equality, which is projected by her career growth as a washerwoman to become a successful businesswoman.

There is scope of efforts she made, such as Madam C.J. Walker's methods to pursue social and gender equality, which are shown in dimensions of social equality that contain three aspects: (1) respect and recognition; (2) love, care, and solidarity; and (3) power. Respect and recognition became the first step that Madam C.J. Walker performed to the black women's community in order to receive their support and help in building her business. As she respected and recognized them as whole human beings, she grew a feeling of love, care, and solidarity towards each other within the community and created solidarity of black women to support each other. The last is the sense of power that she used to empower the other women and protect them from unequal treatment in society. Madam C.J. Walker then used her power as a company owner to provide jobs for black people, both men, and women, to eliminate inequality in the black community, so that everyone could be treated equally.

To conclude, Madam C.J. Walker has reached the goal of social and gender equality through her efforts after facing challenges due to her dark skin color and gender identity as a woman. Her successful career as a businesswoman who owns a beauty company proves she has achieved social and gender equality. Moreover, she also helps to uplift the black community, for both black men and black women, by providing the same chance to work in her company regardless of their skin color and gender identity.

