



**AMERICAN WORK CULTURE IN ACHIEVING AMERICAN
DREAM AS REPRESENTED BY RAY KROC IN *THE
FOUNDER MOVIE* (2016)**

A THESIS

In Partial Fulfillment of the Requirements

For S-1 Degree Majoring American Studies in the English Department

Faculty of Humanities Diponegoro University

Submitted by:

Ayya Lutfiah Mulyani

NIM 13020119140148

FACULTY OF HUMANITIES

DIPONEGORO UNIVERSITY

SEMARANG

2023

PRONOUNCEMENT

The writer honestly states that this thesis entitled *American Work Culture In Achieving American Dream In The Founder Movie* (2016) is written by herself without taking any works from other researchers in S-1, S-2, S-3 and diploma degree of any university. The writer also ascertains that she does not take any material from other works except the references mentioned.

Semarang, 07th August 2023

Ayya Lutfiah Mulyani

MOTTO AND DEDICATION

“Yesterday I was clever, so I want to changed the world. Today, I’m wise, so I’m changing myself”

—— **Jalaludin Rumi**

“God, grant me the serenity to accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference”

—— **Reinhold Niebuhr**

*This thesis is dedicated to my family, my beloved parents,
my lovely sister and those who helped and supported me to finished this thesis*

Thank you very much.

APPROVAL

**AMERICAN WORK CULTURE IN ACHIEVING AMERICAN DREAM
AS REPRESENTED BY RAY KROC IN
*THE FOUNDER MOVIE (2016)***

Written by:

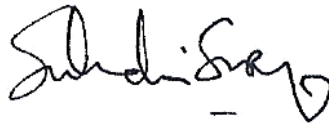
Ayya Lutfiah Mulyani

NIM 13020119140148

Is approved by thesis advisor

On August 22nd, 2023

Thesis Advisor



Dr. Sukarni Suryaningsih, S.S., M.Hum
NIP 197212231998022001

The Head of English Department



Dr. Oktiva Herry Chandra, M.Hum
NIP. 196710041993031003

VALIDATION

AMERICAN WORK CULTURE IN ACHIEVING AMERICAN DREAM AS REPRESENTED BY RAY KROC IN *THE FOUNDER* MOVIE (2016)

Submitted by:

Ayya Lutfiah Mulyani

13020119140148

Approved by:

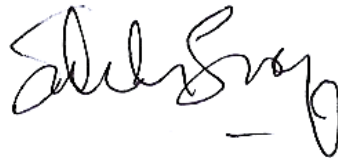
Strata 1 Thesis Examination Committee

Faculty of Humanities Diponegoro University

On 25 October , 2023

Thesis Advisor

Dr. Sukarni Suryaningsih, S.S., M.Hum
NIP 197212231998022001



Chair Person

Arido Laksono, S.S., M.Hum
NIP 197507111999031002



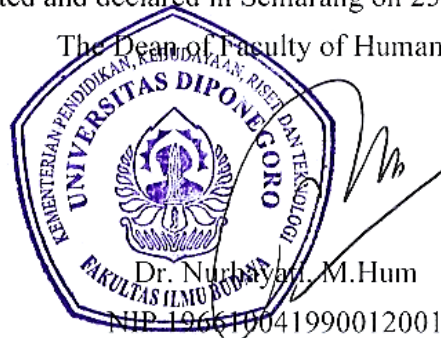
First Member

Rifka Pratama, S.Hum., M.A
NPPU.H.7.199004282018071001



Accepted and declared in Semarang on 25 October , 2023

The Dean of Faculty of Humanities



Dr. Nurhaya, M.Hum
NIP 196610041990012001

ACKNOWLEDGMENT

Praise be to Allah SWT, who has given me the blessings in my journey, so the writer can finish her thesis entitled *American Work Culture In Achieving American Dream In The Founder Movie (2016)*. This part is dedicated to thank all the people who have given me countless support, especially my lovely family.

The deepest appreciation and sincerest gratitude to Dr. Sukarni Suryaningsih, S.S., M.Hum, as my thesis advisor who has spared her precious time in giving valuable advices, continuous guidance, support and encouragement for me while finishing the thesis. It is an honor for me to be her student.

My deepest gratitude also goes to the following:

1. Dr. Nurhayati, M.Hum, the Dean of the Faculty of Humanities, Diponegoro University.
2. Dr. Oktiva Herry Candra, M.Hum. the Head of the English Department, Faculty of Humanities, Diponegoro University.
3. Mytha Candria, S.S., M.A., my academic supervisor.
4. All lecturers of English Department Diponegoro University, who have taught me, motivated me and inspired me.
5. My beloved parents, who are the biggest reasons, supporters, motivations and my sources of happiness to finish my thesis. Thank you for always supporting me materially and emotionally, and also my only little sister, my lifetime friend. I love you all.
6. My college family: Adit, Ajeng, Aretha, Arga, Dinna, Ghози, Izza, Kanza, Putri, Prisma, and Roro, who have been a great sources of inspiration and

happiness for me. I love every single time and moment we've been through together. I deeply grateful to have you in my life.

7. My fellow BEM FIB Undip 2020-2022 functionaries, thank you for coloring my college life.
8. All my friends in English Department 2019, thank you for being my academic companion.

This thesis is still far from perfection. Therefore, the writer will be grateful for any constructive critique and suggestion. Finally, the writer hopes that this thesis will be valuable and helpful for the readers who wish to conduct research in related topic.

Semarang, August 2023

Ayya Lutfiah Mulyani

TABLE OF CONTENT

PRONOUNCEMENT	ii
MOTTO AND DEDICATION	iii
APPROVAL.....	iv
VALIDATION.....	v
ACKNOWLEDGEMENT	vi
TABLE OF CONTENT	viii
LIST OF PICTURES	xi
ABSTRACT.....	xii
CHAPTER I.....	1
INTRODUCTION	1
1.1 Background of Study	1
1.2 Research Problems.....	3
1.3 Scopes of Study.....	3
1.4 Aims of Study	3
1.5 Research Methods	4
1.5.1 Research Approach	4
1.5.2 Method of Collectiong Data.....	5
1.6 Previous Studies.....	5

1.7 Organization of The Writing.....	8
CHAPTER II.....	9
THEORETICAL FRAMEWORK	9
2.1 Narrative Elements	9
2.1.1 Intrinsic Elements	9
2.1.1.1 Characters and Characterizations.....	9
2.1.1.2 Settings.....	10
2.1.1.3 Conflict	10
2.1.2 Cinematography Elements	11
2.1.2.1 Sound	12
2.1.2.2 Camera Positioning	13
2.1.2.3 Camera Distance	14
2.2 Extrinsic Elements	15
2.2.1 American Work Culture & Ethic	16
2.3.2 American Dream	19
2.3.2.1 Equal Opportunity.....	21
2.3.2.2 Entrepreneurship & Innovation.....	21
CHAPTER III	23
DISCUSSION	23
3.1 Characterization of Major Character	23

3.1.1 Characterization Through Showing	23
3.1.2 Characterization Through Telling	27
3.1.3 Internal Conflict	29
3.1.4 External Conflict	30
3.2 American Work Culture Described In The Movie	31
3.2.1 Protestant Work Ethic	31
3.2.2 Individual Freedom	34
3.2.3 Loyalty To The Country.....	35
3.3 American Dream Value Achieved In The Film	37
3.1.1 Equal Opportunity.....	37
3.1.2 Enterpreneurship and Innovation	39
CHAPTER IV	43
CONCLUSION.....	43
REFERENCE.....	45

LIST OF PICTURES

Picture 2.1 low angle	13
Picture 2.2 straight on angle.....	13
Picture 2.3 high angle.....	13
Picture 2.4 extreme long shot.....	14
Picture 2.5 long shot.....	14
Picture 2.6 medim long shot	15
Picture 2.7 medium shot.....	15
Picture 2.8 medium close up	15
Picture 2.9 close up	15
Picture 2.10 extreme close up	15
Picture 3.1 & 3.2 Ray Kroc.....	23
Picture 3.3 & 3.4 Ray received rejection when promoting his mixer	23
Picture 3.5 & 3.6 Ray moves to other cities and states to meet new customers	25
Picture 3.7 & 3.8 Ray was keen to lobby his colleagues to invest in the McDonald's franchise	26
Picture 3.9 Ray calls him a persistent person in his interview practice	26
Picture 3.10 & 3.11 Ray pitches his idea to Mac and Dick McDonald	27
Picture 3.12, 3.13, 3.14 & 3.15 Ray thought of a solution by observing the surrounding of the city he passing through	28
Picture 3.16 & 3.17 Ray was so upset that he hit his car and met Dick and Mac .	29
Picture 3.18 & 3.19 Ray named his company The McDonald's Corporation and angered Mac	30
Picture 3.20 & 3.21 Ray helped clean up McDonald's after closing.....	32
Picture 3.22 Ray directly involved in overseeing McDonald's operations.....	32
Picture 3.23 Ray controls directly the construction of the McDonald's reastaurant	34
Picture 3.24 Ray watches over McDonald's	34
Picture 3.25 Ray recruits employees	34
Picture 3.26 & 3.27 Ray asks Dick and Mac to open a franchise for America.....	36
Picture 3.28 & 3.29 Ray introduced the term McDonald's is family.	40
Picture 3.30 & 3.31 A woman hands out candy to kids at McDonald's	41

ABSTRACT

This study examines socio-cultural condition in America by analyzing relationship between work culture and American Dream as depicted in *The Founder* movie through Ray Kroc as the main character. This study aims to analyze the culture of America and present characterization of the major character in the movie. The research method used is descriptive-qualitative method, library research method in collecting the data, and socio-cultural approach. The study focuses on analyze the traits of the main character, such as hard work, persistent, ambitious, quick thinker as the base to discuss the main topic. The findings of this study unfold Ray Kroc proves that the American work culture and ethic encourage Americans to work hard, which also matches Ray's characteristics such as ambition, hard work, individual freedom, and willingness to serve the country that can lead to achieving the American Dream as a national ideal. In addition, the work culture and the intertwined American Dreams positively impact or benefit the American people by creating equal opportunity and entrepreneurship & innovation.

Keywords: The Founder Movie, American Work Culture & Ethic, American Dream.