

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the study

Work culture is based on a working system or inherent, generally, in a company. This can be created from the work ethic and behavior of individuals or, more as the company owner, which then becomes a work culture that is applied to the company. According to Singh (2002), Work culture is how an organization contextualizes work-related activities and their meanings within norms and values. An organization has boundaries, goals, technology, management methods, material and human resources, and restrictions. Staff have knowledge, skills, needs, and expectations. Over time, organizational and individual influences create work roles, conventions, and values. The company's environment is local or national, so these three things can provide roles, norms, and values beyond work. If the company implementing has a significant presence and reputation in a country.

In America, work culture can be a bridge to achieving the value and outlook of life of a country called the American Dream. Throughout history, individuals have chosen various methods to establish their identity, and individuals often rely on several factors, such as their bloodline, religious beliefs, language, geographical origins, collective historical background, or a combination thereof (Cullen, 2003). The formation of a relationship can be attributed to the impact of a persistent and extensive work environment. *The*

*Founder* is a film that illustrates how these two things correlate in implementing an American national outlook on life.

*The Founder* is a biographical film about a fast food restaurant (McDonald's) that experienced rapid development and dominated almost all states in the United States and even the world as it is now because of the persistence and expertise of Ray Kroc, the mastermind. The film was released in theatre on 16 December 2016 and lasted 1 hour 55 minutes. Through *The Founder*, the writer can see the work culture instilled by Ray and the McDonald brothers towards the restaurant, as well as Ray Kroc's ambition to make McDonald's The No. 1 fast food restaurant in the United States with various strategies and values that he applies to McDonald's operations. Starting from his meeting with the McDonald brothers when he received an order for a mixer from them, Ray saw a business opportunity at McDonald's outlets which at that time were receiving a lot of attention from residents in San Bernardino, California. Through all means to convince the McDonald brothers to expand their business across the country, one of which is the value philosophy he brings to the new McDonald's concept he manages later. Problems occur when Ray and the McDonald brothers disagree on the ideas that Ray implements; Ray thinks the McDonald brothers are conservative and afraid to develop. In the end, Ray succeeded in acquiring McDonald's, which successfully realized the value of the American Dream through the concept he brought.

The writer believes that the creation of the work culture value through the main characters and how the society around the characters triggers and

encourages the formation of the American Dream. The writer tries to find the reciprocal relationship depicted in the film between the main character and society. This reciprocity is in the response of both parties to the innovation and creativity carried out by the main character. Society's response allows the main character to know society's needs and desires that align with his goals. This factor helps the writer prove in detail *The Founder's* film and the phenomena depicted in it through the topic brought up by the writer.

## **1.2 Research Problems**

- 1.2.1 How are the characterizations of major character?
- 1.2.2 How American work culture is described in the movie?
- 1.2.3 What is the value of American Dream to be achieved in the film?

## **1.3 Scopes of the study**

This study will focus on two aspects: intrinsic aspects and extrinsic aspects. Intrinsic aspects will include character & characterization, settings and conflicts. While the analysis or discussion of work culture & ethic of Ray Kroc and the American Dream, where the American Dream is achieved by implementing American work culture & ethic, will be included in the extrinsic aspects.

## **1.4 Aims of the study**

- 1.4.1 To present the characterization of the characters in the movie as a portrayal of the formal object of research
- 1.4.2 To analyze the work culture of America

1.4.3 To present the sociocultural conditions in America

## **1.5 Research Method**

In this research, the writer use descriptive - qualitative method to analyze. The purpose of descriptive research is to characterize a phenomena and its attributes (Nassaji, 2015). Strauss & Corbin claims that by the phrase "qualitative research," refers to any sort of study whose conclusions are not derived from statistical techniques or other quantitative methods. It can relate to study on the lives, experiences, behaviors, emotions, and sentiments of individuals, as well as organisational functioning, social movements, cultural phenomena, and connections between nations (1998). This research contains work culture in achieving the American Dream, described through prominent figures (Ray Kroc and the McDonald brothers) in the film *The Founder*. Qualitative analysis will support the author in answering and providing an understanding of the problems that exist in the research.

### **1.5.1 Research Approach**

The objective approach is used in analyzing intrinsic aspects. Objective approach concept entails examining a piece of art in isolation from external factors, focusing solely on its internal components and their interrelationships. This approach involves evaluating the artwork based solely on its inherent qualities and characteristics (Abrams, 1953:26).

Meanwhile a socio-cultural approach is used in analyzing extrinsic aspects such as the culture and work ethic illustrated through the characters

(Ray Kroc and the McDonald brothers) and the environment around them, which is one of the driving elements of achieving the American Dream. Agnes (2014) defines culture and society are inseparable. Interacting people and groups share a culture in a civilization. Sociocultural elements as the characteristics of a community or group, whereas cultural aspects include ideas such as education, language, law and politics, faith, social groups, technology, and attitudes.

### **1.5.2 Method of Collecting Data**

The writer uses library research methods in the data collection process. Library research entails identifying and retrieving sources that offer factual information or personal/expert opinions relevant to a research inquiry (George, 2008:6). The research data sources are divided into primary and secondary. The primary data is *The Founder's* movie which can be accessed from the movie streaming platform (Netflix). Meanwhile, secondary data are obtained from online journals, several books and articles. In the first step, the author watches *The Founder's* 1 hour and 55-minute film as often as possible while observing the data needed, such as the dialog and actions of the characters in the film. After obtaining the required data, the writer systematically organizes the whole thesis.

### **1.6 Previous studies (Literary review)**

An article entitled *Analytical Study of Work Culture in respect of Productivity of Employees- India v/s America* by Sanjay Aswale & Ajit Ashte

(2013) analyses the current work cultures in India and America and examines how they affect employee productivity and quality of life. According to the data analysis, 76% of Indian respondents are consistently looking for a new job, compared to 60% of American respondents, who are unwilling to shift jobs. Indians frequently change employment since there are far fewer "qualified" candidates than in open positions. Another factor is the expansion of MNC operations in India.

A study about business information entitled *The Formation Process of Entrepreneurship Based on The Perspective of The Founder Movie* by Fariqoini (2019) explains the process of entrepreneurship formation based on the perspective of the film *The Founder*. Starting with the interest of Ray Kroc, the main character, when he saw the McDonald's franchise, which according to writer, can still be developed further, many ideas arise to realize a successful business. From there, the effort to develop the franchise began, and Ray began to open restaurant outlets in various regions of America until finally being successful as it is now. However, he experienced various obstacles and obstacles at the beginning of his pioneering.

A journal entitled *Work Ethic and Ethical Work: Distortions in the American Dream* by Gayle Porter (2010) discusses the evolution of work ethics in the United States and the subsequent experiences of individuals about these changes, as evidenced by numerous adaptations throughout the country's history. Based on this premise, the information structure evolved into a proposition that posits the presence of substantial distortions within the

prevailing work ethic, potentially fostering unethical decision-making. This distortion arises from two factors: (1) the endeavor to reconcile conflicting messages regarding work ethic and (2) the national manifestation of an excessively rigid work ethic that becomes counterproductive. The primary objective of this framework is to offer a comprehensive explanation to organizational leaders regarding the variations in ethical work behavior among individuals who possess similar fundamental work ethics. This comprehension also raises the capacity to rectify potential distortions and foster greater adherence to ethical conduct.

A thesis entitled *Analysis of Semiotics of Moral Messages in The Founder's Film* by Suseno (2019) aims to identify the signifiers and signifieds portrayed in *The Founder* film and the external reality and moral messages in the film *The Founder*. Furthermore, it can provide public input on communication patterns that can be accomplished through film, as well as benefits regarding the usage of semiotic approaches, particularly Saussure's semiotics, in disclosing every sign present in each scene of this film.

A thesis entitled *Comparison of American and Finnish Working Culture in Business* by Camille Walker (2021) intends to look more closely at working culture, specifically in America and Finland, and then compare and contrast the conclusions for each country and working culture utilizing Hofstede's Cultural Dimensions analysis and Trompenaars' Cultural Dimensions analysis. These methods dissect the fundamental cultural values and features of different countries. The findings show that both Hofstede's and Trompenaars' dimensions

have some validity in their models. Finnish and American cultures share more similarities than differences in ideals and practices

### **1.7 Organization of the writing**

#### **CHAPTER I INTRODUCTION**

Chapter I consists of background of the study, research questions, scopes of the study, aims of the study, research method, previous studies, and organization of the writing.

#### **CHAPTER II THEORITICAL FRAMEWORK**

Chapter II consists of the theories used in compiling the research.

#### **CHAPTER III DISCUSSION**

Chapter III consists analysis of the research such as intrinsic and extrinsic elements

#### **CHAPTER IV CONCLUSION**

Chapter IV consists summary of all parts in the research.

#### **REFERENCE**