

## CHAPTER IV

### CONCLUSION

Based on the result above, it can be found that Ray Kroc as the main character is described as a hard worker, ambitious, persistent, and quick thinker person from the analysis of his characterization.

American work culture is a culture or tradition that has prevailed for hundreds of years in America. Not only has it become a habit of society, but the American work culture has also led to a national value and dream, the American Dream. Based on the results of the analysis above, it can be found in the biopic *The Founder*, where Ray, a persistent, hardworking, and ambitious businessman, has a vision of developing McDonald's because he believes it can become the "new American church" and the new "symbol" of America. According to the author's findings, American work culture values, such as hard work, innovation, love of country, and individual freedom, are also reflected in Ray Kroc's characteristics that influence the people around him, especially the workers at McDonald's, which then leads to achieving the American Dream, namely equal opportunity and entrepreneurship & innovation.

The value of the American Dream achieved was the output of the development of McDonald's and the implementation of Ray's dream when he started the McDonald's franchise. Ray's persistence and ambition to expand McDonald's expansion, equal opportunity was created. He offered the opportunity to work at McDonald's to anyone willing to work hard. Ray needs to look at

where his prospective employees come from and their status. He is oriented towards hard work and strong will. On the other hand, entrepreneurship & innovation was realized thanks to Ray's idea of creating the McDonald's franchise. A fresh and innovative idea that brought new concepts to the operation. It also impacts opportunities for many people to open a business, namely a franchise. Equal opportunity and entrepreneurship also provide mutual benefits in their realization.