CHAPTER I
INTRODUCTION

1.1 Background of Study

According to Dowd on his book *Capitalism and its Economics: A Critical History* 1st ed. (2000, p.5) throughout its history, capitalist profitability has required, and capitalist rule has provided, ever-changing means and areas of exploitation (where “areas” signify both geographic and social “space,” as will be seen). The central relationship making this possible is the ownership and control of productive property: a small group that owns and controls, and a great majority that does not, and whose resulting powerlessness requires them to work for wages simply to survive. Those social relations between these two classes are the basis vital for capitalist development.

Marxism is an economic worldview and method which was found by a German philosopher, Karl Marx and also by Friedrich Engels in the mid-to-late 19th century. Marx’s theories stated that human society progress through the dialectic of class struggle: a conflict between an ownership class that controls production and the lower class that provides the labor for production.

One of the movies with the indication of capitalism and exploitation is *Charlie and the Chocolate Factory* movie. *Charlie and the Chocolate Factory* is a 2005 adventure movie directed by Tim Burton. Burton is famous for his gothic, dark, and quirky fantasy-style movies like *Batman, Edward Scissorhands, Sleepy Hollow, Planet of the Apes, Alice in Wonderland* and many others, including *Charlie and the Chocolate Factory*. He has also been known to use the same actors in the movies he
made. One of the most often is Johnny Depp who has played in Burton’s movie including *Ed Wood, Sleepy Hollow, Dark Shadows*, and *Charlie and the Chocolate Factory*. Burton was nominated as Best Director - Motion Picture in 2008 Golden Globe Award for his movie, *Sweeney Todd: The Demon Barber of Fleet Street* (2007). His adapted animation movies, *Corpse Bride* in 2005 and *Frankenweenie*, in 2012 were nominated for an Academy Award as best animated feature. The script writer of *Charlie and the Chocolate Factory*, John August is also known to write some of Hollywood box office films like *Big Fish, The Nines, Dark Shadows*, and two *Charlie’s Angels* movies. *Big Fish* in 2004 was nominated for BAFTA Film Award as Best Screenplay – Adapted.

*Charlie and the Chocolate Factory* is adapted from *Charlie and the Chocolate Factory* (1964), a children's novel written by a British author Roald Dahl. Roald Dahl is a British novelist, short story writer, poet, and also a screenwriter. Dahl is famous for his works for both children and adults, and became one of the world's best-selling authors. He has been referred to as “one of the greatest storytellers for children of the 20th century”. His works include *James and the Giant Peach, Matilda, The Witches, Fantastic Mr. Fox*, and many others.

*Charlie and the Chocolate Factory* illustrates this conflict between the bourgeoisie and the working class as seen through the main character, Willy Wonka and his factory worker, Oompa Loompa. The focus of this research is to analyze how this movie represents capitalist elements through the main character and I will try to analyze this movie using Marxism theory, especially from *capitalism* and *alienation*, two concepts of Marxism. Before going much deeper, I will first give a brief synopsis of the movie.
This movie tells a story about a boy named Charlie Bucket. He lived in a rundown house with his family. He got a chance to take a tour of the chocolate factory owned by Willy Wonka along with four other kids, gluttonous Augustus Gloop, spoiled Veruca Salt, gum-chewing Violet Beauregarde, and television-obsessed Mike Teavee. Charlie was accompanied by his grandfather who used to work in the factory. In the factory, he was competing for the big prize that will be awarded by Willy Wonka at the end of the tour. Inside the factory, Willy Wonka employs hundreds of similar-faced tiny people called Oompa Loompas who helped him to produce various kinds of chocolate there. As the group moves from room to room, one child after another were eliminated because of their own sins and at the end of the tour, only Charlie and his grandfather were left, hence, Willy Wonka gives a prize that turned out to be the chocolate factory itself which will be passed on to Charlie. But there is a condition that Charlie have to fulfill, which is Charlie must leave his family behind and live in the factory all by himself only accompanied by it’s workers, Oompa Loompas. Hearing this, Charlie then rejected Wonka’s present and choose to be with his family.

I think this topic is actually important to prove because capitalism and exploitation problem still exists until today and to have a capitalist ideology in a literature work that is intended for children is another thing that makes me interested in knowing more about it, because I think children and capitalism are two things that are quite the opposite. I choose this topic also because the unfair treatment of labor is still happening until today and that fact makes me feel challenged to analyze this topic. This research will try to prove that Charlie and the Chocolate Factory represents the elements of capitalism from the point of view of the main character,
Willy Wonka and also to figure out how the role of Oompa Loompa portray the image of a labor.

### 1.2 Problem Formulation

Based on the background, so the problem formulations are:

- How are the elements of capitalism being represented in *Charlie and the Chocolate Factory* (2005) through Willy Wonka character?

- How does the role of Oompa Loompa portray the image of a labor?

### 1.3 Scope and Limitations

**Scope:**

- This study will focus on identifying the elements of capitalism that may occur from the main character in *Charlie and the Chocolate Factory* using Marxism theory.
- This study will also focus on identifying the role of Oompa Loompa portray the image of a labor.

**Limitation:**

- This study will be limited only to: the major character, Willy Wonka and one group of minor characters, The Oompa Loompa.

### 1.4 Goals of Research

The goals of this study are:

- To find out how the elements of capitalism are represented by the main character in Tim Burton’s movie *Charlie and the Chocolate Factory* (2005) using Marxism theory.
- To find out how the role of Oompa Loompa in the movie portrays the image of a labor through Alienation theory.
1.5 Previous Study

The first research concerning Marxism theory in a movie is a thesis entitled *An Analysis of Marxism Class Struggle towards Remy, the Main Character in Disney-Pixar’s Movie Ratatouille* by Dimitri Sukarta, a Binus University student. The writer chose this topic because he thought that there were many developing issues about class struggle that happen in the everyday life so the writer feels challenged to discuss this problem in his thesis through the movie *Ratatouille* written by Brad Bird.

The two main issues raised in this thesis were about Remy’s triggering factors to fight for a successful life and how class struggle in Marxism theory applied on the society based on Remy’s point of view in that movie. The writer uses the theory from Karl Marx which is about class struggle and how in work, people differentiate themselves with animal, actualizing themselves, and even when working, people become separated from himself and other people. The writer also uses Allegory theory.

The analysis is performed by analyzing the movie script and screen shots only used as a supportive material so the data that has been found can be more accurate and objective. The writer conducted a library research to collect data and information which is taken from some libraries such as Bina Nusantara University Library and University of Indonesia. Website research or online research is also used to gather some information outside textbook. The writer concluded Remy as the main character and he is a symbol for low-class society who struggle to get an equality and society recognition and also to change the society point of view about low-class society. Because usually the low class society always considered disgusting and useless like trash. This is what motivated Remy to struggle and prove that they were
The second study about analyzing a movie using Marxism theory is the research thesis from Fitria Rahmayanti a Binus University student with her thesis entitled *Social Inequality and Misperception Viewed through Marxism Theory in Flipped (2010) by Rob Reiner*. In her thesis, she raised an issue of social inequality seen in a literature work in the form of a movie. The movie used is *Flipped* which is adapted from the novel by Wendelin Van Dranen. The reason why the writer interested in using this topic is because she thought that Social Inequality and Misperception are still happening until today and the movie *Flipped* is perfectly shows that social inequality can happen to anyone.

The two main issues raised in this thesis were how social inequality occurs in the movie and how misconceptions are formed on the main character. This thesis focused on two main families in the movie, Baker and Loski family. The two main characters, Juli Baker and Bryce Loski, will also be discussed. The method used in this research is library research. The conclusion of this research is the social inequality that occurs in the movie can be seen from the social classes in society and prejudice by society towards the Baker family. The answer to the second question, how misconceptions against self Bryce formed in July, is the family.
1.6 Research Methodology

1.6.1 Flow Chart
1.6.2 Charlie and the Chocolate Factory Movie

*Charlie and the Chocolate Factory* is a movie adapted from a novel by a
British novelist, Roald Dahl. This movie produced in 2005 by an American film
director, Tim Burton. Tim Burton is famous from his previous remarks like *Batman*,
*Edward Scissorhands*, *Sleepy Hollow*, *Planet of the Apes* and many others. Burton is
also famous for his fantasy style movies that he shown in *Charlie and the Chocolate
Factory*. The movie tells the story of a little poor boy named Charlie Bucket who
lived with his family. Charlie always dreamt to have a chocolate that usually he can’t
afford, but one day his life change when he have a chocolate that he always wanted
and at the same time he also won the last golden ticket to visit a chocolate factory run
by an eccentric and unusual chocolate maker, Willy Wonka. Charlie went on a tour
inside the factory led by Willy Wonka with four other kids who also won the golden
ticket. They were all accompanied by a relative there. Also along the tour are
Wonka’s factory worker, the Oompa Loompas that Wonka brought from the land he
called the Loompaland. The tour itself slowly but sure turned into a completion and it
also include many surprises for these five kids.

1.6.3 Method

The writer will conduct library research to collect data and information which
is taken from some libraries such as Bina Nusantara University Library and Atma
Jaya University. Website research or online research is also used to gather some
information outside textbook.

The writer will also watch the movie to gain deeper and better understanding
about this movie and also about the elements of capitalism and to find out how the
role of Oompa Loompa in the movie depicts the image of today’s labor, then, The
Charlie and the Chocolate Factory movie dialogues will also be chosen as the primary source. The movie dialogues and pictures from the movie will be analyzed so the writer can develop this research more detailed and focused. After the data collected, the analysis and the conclusion will be done and drawn which hopefully will answers the problem formulation.