

# **CHAPTER I**

## **INTRODUCTION**

Chapter I is the first part of this research. This chapter contains an introduction to the study which includes the background of the study, statement of the problem, objectives of the study, scope of the study, significance of the study, approach of the study, and organization of the paper.

### **1.1 Background of the Study**

In social class there are two classes, namely capitalist and proletariat. Capitalist is a term for people who have large capital in a trading economy. For example, the owner of the largest business entity in an area. The capitalist principle is that they will take maximum profit. They get the maximum profit with the smallest production cost(Wikipedia, 2021a). Meanwhile, the proletariat is the class that receives salaries from the first class, namely the capitalists. They work to meet their daily needs. The proletariat is often the target of exploitation by the capitalists. For this reason, they are often blackmailed and given low salaries in the interest of making the maximum profit(Wikipedia, 2021b). The proletariat wants to live in peace, so those who live to work are alienated. They are people who can't create their own jobs, so they rely on investors (capitalists) to create goods with more value. This surplus value is created from the formulation of the value of the goods minus the value of all production results and creates a profit. Therefore, the proletariat deprived of its freedom will protest the capitalist tyranny with demonstrations and other necessary things. But the capitalists will reject it. It's an oppression of subordinated class groups to advantage and strengthen the dominant

class groups(Class Action, 2021). The relation between dominant class and subordinate classes found in Spongebob Squarepants Series by Stephen Hillenburg. Spongebob Squarepants is an example of hidden Marxist criticism of capitalism. Mr Krabs the owner of the Krusty Krab is a prime example of the upper class and their greed for money, he representing the capitalist who are cruelly exploiting his employees. Spongebob and Squidward represent the proletariats, who must obey and accept Mr.Krabs says. Therefore, the researcher chose the title "Social Class Oppression in Stephen Hillenburg's Spongebob SquarePants Series: A Marxism Study". The researcher analysed the oppression of social class as reflected in the Spongebob SquarePants Series using the theory of Marxist. Karl Marx is the founder of Marxism, a social, political, and economic ideology. It looks at how capitalism affects labour, productivity, and economic progress, and proposes a worker revolution to overthrow capitalism and replace it with communism. Marxism holds that under a capitalist system, the conflict between social classes specifically, the bourgeoisie, or capitalists, and the proletariat, or workers defines economic relations and will ultimately lead to revolutionary communism(The Investopedia Team, 2021).

## **1.2 Statement of Problem**

Based on the background , the research problem is formulated to address the following issues:

1. What are the rationales of Mr Krab (the capitalist) for oppressing his employees ?
2. What kinds of oppressions does Mr Krab do against his employees?

3. What are the impacts of Mr Krab's oppression on Spongebob and Squidward ?

### **1.3 Objective of the Study**

Based on the statement of the problem, the current study has the following objectives:

1. To find out the rationales of Mr Krab for oppressing his employees.
2. To find out the kinds of oppressions Mr Krab was doing against his employees?
3. To describe the impacts of Mr Krab's oppression on Spongebob and Squidward.

### **1.4 Scope of the Study**

This study focuses on the oppression of social class that occurs in the workplace. Mr Krab as capitalist who often exploits his workers, namely Spongebob and Squidward. Mr Krab often forces them to work longer hours and often pays them less than they deserve. It discusses on the reason, the kind, and the impact of social class oppression.

### **1.5 Significance of the Study**

This study of social class oppression has the benefit of being an introduction to the theory of Marxism which is analyzed by the researcher based on Stephen Hillenburg's SpongeBob SquarePants Series. This series describes how the forms of social class oppression carried out by the capitalists against the working class. The Marxism described in this study is expected to be a

lesson for readers and the public to fight oppression and injustice between social classes in the world of work. The characters in this series can be an inspiration for the working class to fight against the oppression of the capitalists and demand justice.

### **1.6 Approach to the Study**

In this study, the researcher used a Marxist approach to analyze Spongebob SquarePants Series by Stephen Hillenburg. Marxist approach is a method for understanding conflicts between social classes, especially the capitalist and proletariat. Marxism is a form of Marx's protest against the notion of capitalism. He considers that the capitalists collect money at the expense of the proletariat. The researcher used the film series as the main source of information. To complete the data, the researcher performed several processes. The first step is to watch and understand oppression as a social class conflict in the film series that will be analysed. The next step is to describe the phenomena on the basis of Marxist theory.

### **1.7 Organization of the Paper**

There are five chapters in this thesis. Chapter I is an introduction that consists of the background of the study, statement of the problem, objective of the study, scope of the study, approach of the study, and organization of the paper. Chapter II present the biography of Stephen Hillenburg and a synopsis of Spongebob SquarePants Series episode. Chapter III contains review of

related literature. Chapter IV consists of findings and discussion. Chapter V contains conclusion and suggestion.