

**REPRESSIVE IDEOLOGIES OF THE RULING CLASS
AND SINCLAIR'S IDEOLOGY IN *THE FLIVVER KING: A STORY OF
FORD AMERICA***

A THESIS

**Presented as Partial Fulfillment of the Requirements to Attainment of the
Sarjana Sastra Degree in the English Literature**



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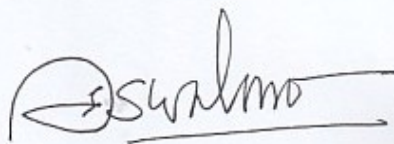
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AMERICA***

A THESIS



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RATIFICATION SHEET

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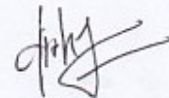
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menyatakan bahwa karya ilmiah ini adalah hasil pekerjaan saya sendiri dan sepanjang sepengetahuan saya, karya ilmiah ini tidak berisi materi yang dipublikasikan/ditulis oleh orang lain, atau telah dipergunakan sebagai persyaratan pada penyelesaian studi akhir di perguruan tinggi lain, kecuali bagian-bagiann tertentu yang saya ambil sebagai acuan dengan mengikuti tata cara dan etika penulisan karya ilmiah yang lazim.

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Yogyakarta, December 2016

Penulis,



Diah Kurniasari

DEDICATION

To My Mother who is patiently and affectionately raising a daughter like me

To (Alm) My Father, who was my Superman, who would appear of nowhere to fix every sort of my problems. Just like Superman.

And All my siblings, now you know what a cool sister I am

MOTTOS

Ihdinas-Siraatal-Mustaqeem (Guide us to the straight path-)

Q.S Al-Fatihah (6)

Parents are most happy when their children are happy.

- Yang Hyun Suk 2015-

It is not smart to respond immediately when there is trouble. When you keep your cool when opponent doesn't, it ultimately gives them trouble. So keeping my cool is the best way to defend myself and attack others

As in all games, once the play has started, you realize how unprepared you actually are. If you want to run away, it's already too late.

-Misaeng 2014-

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Finally, nothing is perfect and the researcher realizes that this thesis is far from being perfect. Therefore, comments and suggestions are kindly accepted.

Yogyakarta, 25 October 2016



Diah Kurniasari

TABLE OF CONTENTS

TITLE	i
APPROVAL SHEET	ii
RATIFICATION SHEET	iii
PERNYATAAAN	iv
DEDICATION	v
MOTTOS	vi
ACKNOWLEDGEMENTS	vii
TABLE OF CONTENTS	ix
LIST OF TABLES	xi
LIST OF FIGURE	xii
ABSTRACT	xiii
CHAPTER I INTRODUCTION	1
A. The Background of the Research	1
B. The Focus of the Research	5
C. The Objectives of the Research	6
D. The Significances of the Research	7
CHAPTER II LITERATURE REVIEW	8
A. Theoretical Review	8
1. Karl Marx and Marxist Theory	8
a. Base and Superstructure	12
b. Ideology in Marxism	13
2. Marxism and Literature	17
a. Literature as Social Production	18
b. Marxist Literary Criticism	20
B. The Backgrounds of the Novel	21
1. The Author	21
2. <i>The Flivver King: A Story of Ford America</i>	24

3. The History of America Capitalism in the Mid 19th to Early 20th C	26
4. Henry Ford	28
C. Previous Research Finding	29
D. Conceptual Framework	31
CHAPTER III RESEARCH METHOD	33
A. The Research Design	33
B. The Data and the Source of the Data	34
C. The Data Collection Technique	34
D. The Research Instrument	35
E. The Data Trustworthiness	35
F. The Data Analysis	37
CHAPTER IV FINDINGS AND DISCUSSION	38
A. Repressive Ideologies Which Bring Unfavorable Social and Economic Condition.	39
1. American Dream.....	40
a. American Dream As the Value of the Society	40
b. The Operation of America Dream As Repressive Ideology	43
2. Commodification	58
a. Commodification as the Value of the Society	58
b. The Acts of Commodification	60
3. Consumerism	70
a. Consumerism as the Value of the Society	71
b. Consumptive Behaviors	72
B. Sinclair’s Ideology Concerning with The Power Structure within the Society	77
CHAPTER V CONCLUSION	85
References	87
Appendices	89

LIST OF TABLE

Table.1. The Data Sheet	35
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LIST OF FIGURE

Figure 1. The Analytical Construct of the Research	32
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ABSTRACT

This research aims to identify and analyze repressive ideologies unconsciously approved by the society reflected in Upton Sinclair's *The Flivver King: A Story of Ford America* and to reveal Sinclair's ideology in the novel. To answer the objectives of the research, the researcher used the theory of ideology by Karl Marx which is discussed in *Critical Theory Today: A User-Friendly Guide Book* by Lois Tyson.

This research employed a descriptive-qualitative method using content analysis technique. The main source of the research was a novel entitled *The Flivver King: A Story of Ford America* by Upton Sinclair which was published in 1999 by Charles H. Kerr. The data were some words, phrases, clauses, sentences and expressions related to the research topic. The data were analyzed through six steps: identifying, reading and re-reading, categorizing, sorting the data, analyzing and evaluating the data, and making an interpretation of the findings. The trustworthiness of the data was achieved through reading and re-reading the data, providing rich and thick description and conducting triangulation via investigators.

The findings of the research show that there are three repressive ideologies that are internalized in the minds of society; American Dream, commodification and consumerism, which lead to unfavorable social and economical conditions. From the analysis, it can be concluded that Sinclair's ideology is on the side of the proletariat. By displaying the negative roles of the repressive socioeconomic ideologies, positive images of the proletariat, and anti-capitalist behaviors. Sinclair wants the readers to blame the system and reject capitalism.

Keywords: Ideology, *The Flivver King*, Sinclair, Repressive Ideology

CHAPTER I INTRODUCTION

A. The Background of the Research

Today, literature is accessible for all. People can get books easily by borrowing them in the libraries, asking their friends, buying them in the bookstores or even downloading them via internet. As people have a free access to reading literature, people have a freedom to read any literature that they choose and use their free time to read books. Unavoidably reading literature becomes a hobby that offers a pleasant activity as stated by Graham (1997: 128) that literature provides entertainment values and enriches human knowledge. It has creative imagination and artistic form that can amuse as well as give some lessons and experiences. The fact that literature carries these positive values makes people insensible and unaware that literature also embodies certain ideologies.

In Marxist perspectives, ideologies are beliefs, ideas or values by which men experience their society in particular times (Eagleton, 1976:v). It is a set of ideas about how men perceive their cultural condition where they live. Those certain beliefs and values are obtainable in literature since literature itself is the product of the concrete social relations of authors who enter at a particular time and place. In Marxist's view, every human product including literature always inherits the ideology of those who make it and the ideological condition of the place and time in which it was created (Tyson, 2006:66).

However, ideologies in literature are not easy to be noticed as they sometimes come in repressive forms or in natural ways of seeing the world. Tyson

(2006:56) says that this kind of ideology is undesirable and dangerous because they prevent people from true understanding. In the nineteenth century England, literature is used as a tool to reinforce repressive ideology to society. It uses to support either capitalist or classist ideology.

One of popular literary works that has been identified carrying repressive ideology is *Frankenstein* written by Mary Shelley. The novel evidently represents classist ideology because it depicts the characters born into the members of high social class as they have better human qualities than the lower class. In the novel, those who come from high class society are portrayed as the people who have smart brains and proper behaviors, while the characters from the lower class are illustrated as stupid and impolite (Tyson, 2006:67).

As the classist ideology in the novel appears in reasonable way, after reading the novel the readers unconsciously will accept those ideology that spreads the belief that people with high class status are superior to the lower class and makes the readers blind that the classist ideology actually brings disadvantages for the lower class people.

From the example above it is obvious that the classist ideology represented in *Frankenstein* has powers to make the readers close their eyes to the real condition of life and influence the ways of thinking and conducting their behavior. In this way, literature has significant contributions in shaping and directing people's lives since people are consuming various ideologies that are embedded in literary works that they read.

To give more evidence about the presence of ideology in literature, there are a large number of literary works that have been banned by government, libraries or school systems. One of them is Kate Chopin's *The Awakening*. The novel was banned in a local library for some years after its initial appearance in 1899 due to its controversial ideas about femininity and marriage. The reason why some literary works were banned is to protect the readers from political, controversial, damaging and negative ideas. Seeing that sometimes readers are not allowed to read particular works, the banned books show how literature is an important means to spread ideology.

Those two issues about *Frankenstein* and banned books prove that ideology is real in literature even though it is invisible. In the relation between literature and ideology, authors play a central role in the process of making a literary work since they can either intentionally or unintentionally insert ideology through their work. Authors would see this opportunity to write pieces of writings such as poems, dramas and novels to articulate their ideas about what they believe in those particular times and places in order to influence people.

Besides Mary Shelley, another writer who uses literature as a medium to convey their particular ideology is Upton Sinclair (Jensen, 2000, par 35). As an author, Sinclair attempted to influence people with his ideas through his works. He was a famous American author who produced more than ninety literary works in his life time. One of his exceptional works is *The Flivver King: A Story of Ford-America*. The novel stole the attentions of American society since it bravely told the story of one of the most popular figures in the Second Industrial era who

cannot be forgotten in the mind of the American society and the world. Unlike other authors who wrote novels with all fictional characters in their stories, Upton Sinclair used Henry Ford, the founder of Ford Motor Company as the major character in his novel. He used Ford's autobiographies and also added some fictional characters and scenes to build the stories.

The novel depicts vividly the different pictures between the life of Henry Ford and the lives of Abner Shutt's family and other Ford's workers. The story tells how Henry Ford started and developed his automobile company into profitable business which can give him enormous wealth. The novel shows how Henry Ford changes his attitudes in treating his workers after he gained more money and power as the leader of Ford Company. The novel also focuses on the life experience of Abner Shutt who is more than twenty years devoting himself to work for Ford's company but he does not reach good achievement for his life.

In general, the novel depicts primarily economic and social condition of America after the Second industrial revolution. It exposes economic pictures and social conflicts that arise following the triumph of Henry Ford to provide and advertise massive fabrication of inexpensive cars to American society. In the novel, Sinclair tries to criticize American capitalism specifically Ford's Company that brings despairs and grieves to his workers.

In addition, the novel was intentionally written in 1937 to support the United Automobile Workers who made their first move to campaign against the massive and powerful Ford Motor Company. As the part of American culture, the novel was populer in its era since it was classiffied as a muckraking novel,

exposing the horrible reality in industry and business that became a trend in American literature at that time. Unfortunately, today the novel does not impress the new America generations. It is also not widely read even by the Americans. Many people claim that the novel has bold political message and consider the novel as propaganda. In fact Sinclair only tried to reveal and capture the truth about people's lives under capitalist system and culture as what he experienced as American. He explored both the victory and the failure of people who lived in fierce capitalism. Hence, this research intends to reveal Sinclair's ideology as the author of the novel. The novel is still worth to be read and studied since it is a cultural production of America that was born at the most important era in the United States. Understanding the novel may contribute on the study of American society especially about its people and values.

B. The Focus of the Research

In Marxism, according to Tyson (2006: 56) ideology is a belief system that is produced and conditioned by society and culture. As a cultural product of America in 1937, *The Flivver King: A Story of Ford-America* contains the ideology of the author concerning the condition of America. Thus, the focus of the research is to reveal the ideology embodied in the novel by using Karl Marx's theory of ideology which is suggested in Tyson's *Critical Theory Today: A User Friendly Guide*. Since the theory says that every cultural production including literature always carries the ideology of those who create it and ideological

situation in the specific place and time and the theory also states that literature expresses the ideology through the content and the form (Tyson, 2006: 66).

To analyze the ideology of the novel, the researcher pays attention to the depictions of events and scenes that are portrayed in the novel. The novel is Sinclair's response toward social condition of America in the early of twentieth century. Indeed, the novel has cultural beliefs of that time and Sinclair's ideology as the author. Through his work, Sinclair gives the impression that he wants people to see the real conditions of American society and improve those conditions.

Finally, this research focuses on analyzing the repressive ideologies of the ruling class approved by the society which bring them into unfavorable social and economic condition of life portrayed in the novel and Sinclair's ideology concerning with the power structure within the society as reflected in the novel whether he tries to support or oppose it.

C. The Objectives of the Research

Based on the research focus above, the objectives of the research are as follows:

1. To identify and analyze the repressive ideologies of the ruling class approved by the society which bring them into unfavorable social and economic conditions.
2. To reveal and analyze Sinclair's ideology concerning with the power structure within the society.

D. The Significances of the Research

1. Academically

This research provides information about Marxist literary criticism especially about Karl Marx's theory of ideology to discover the ideology of a novel. Thus, the research will be an alternative reference or helpful information to those who want to conduct similar analysis on their research.

2. Practically

This research can give a useful contribution to help readers to be more aware that every literary work contains certain ideology that can take a part in conducting people's behavior and shaping people's perceptions about the world. Hopefully with the research, readers will be more critical in reading any literature, thus they will have proper judgments about ideologies that exist in literature.

CHAPTER II LITERATURE REVIEW

This chapter consists of four parts. The first part is theoretical review that explains the related theories of the research, that is the theory of Ideology by Karl Marx that discussed in Tyson's *Critical Theory Today: A User Friendly Guide*. The next part is the background and additional information to support the analysis process. The third part is the review of previous findings and the last part of this chapter is the conceptual framework that describes briefly the concepts of the research is conducted.

A. Theoretical Review

1. Karl Marx and Marxist Theory

Karl Marx, the father of Marxism is a German philosopher, an economist, social critic, historian and journalist. He was born on May 5, 1818 in Trier, Germany. His father was a reputable lawyer who forced him to study law. Obeying his father, in his young age he went to study law at University of Bonn and then he transferred to study at University of Berlin. In 1841, he continued his study and achieved his doctorate from University of Jena. Later, he devoted himself to work as an editor for the newspaper company, *Rheinische Zeitung*. He also wrote some articles that contained radical and political contents for the newspaper. As his writings were considered dangerous for the government, the newspaper was banned in 1843 and Mark was forced to leave Germany (Mehring, 1962:1-5).

In his life time, due to his political writings and activities, Marx had to move from one country to another. He lived in France, Belgium and England after he escaped from his homeland. In Paris, France he met with Friedrich Engels, his faithful writing partner and they began to work on their writing projects together. In 1845, Marx and Engels stayed in Brussels and they developed their works more diligently and published them. Living in London, he managed his life as a newspaper correspondent and involved in working class associations. He died in January, 1883 and he left his valuable thoughts to the world, one of which is Marxism.

Marxism is a theory that deals with economic realities of human culture. It holds the belief that the real factor that shapes human experience is its economic system. For Marxism, economics plays a central role for human life. All men have interest in gaining wealth to secure their lives. Every activity that men do is essentially motivated by economic interest. The true reason behind the willingness of men to involve in every social and political activity is to obtain economic security and power. Therefore, society is constructed as the result of the efforts of men in satisfying their desire and economic force. As it is stated by Tyson (2006:53),

...Marxist critics say...the real forces that create human experience: the economic systems that structure human societies... If a theory does not foreground the economic realities of human culture, then it misunderstands human culture. For Marxism, getting and keeping economic power is the motive behind all social and political activities, including education, philosophy, religion, government, the arts, science, technology, the media, and so on.

Furthermore, Tyson (2006:54) explains that the condition of life that forces men to compete for economic power consequently divides society into two different socioeconomic classes. In Marxist perspectives, society is always characterized by two classes the “have” and the “have-not” or the bourgeoisie and the proletariat. The bourgeoisie are the people who control property and buy the labor, while the proletariat are the working class whose labor create the profit for the bourgeoisie.

In addition, Tyson emphasizes that those class distinctions are very significant for human life. Men would usually admit their conditions that society divides them into certain social groups except the socio-economic class distinction. According to him, many Marxists have a belief that there will be a time when the proletariat understand their conditions and aware that inequality happens to them, thus in the future, they will act to end the bourgeoisie’s domination. To win over the bourgeoisie, they must be united and revolt to achieve equality and to make society classless.

Tyson’s statement (2006:54) above implies that Marxism exposes the social relation and social conflict of society caused by the economic system and suggests that the economic system should be changed into a new form or a classless system in order to get the society out from oppressive system. However, to form a new economic system needs a revolution.

As a Marxist, Eagleton (1976: v) defines Marxism as “a scientific theory of human societies and of the practice of transforming them”. Eagleton summarizes Marxism into two main points. The first is that Marxism brings

knowledge about the real pictures of social life. It has a detail analysis about the formation, the development and the problem of society. The second idea of Marxism is to lead society to change their condition. Since society has been completely understood, then Marxism gives a specific plan to create a better place and situation for society.

Meanwhile, Bressler (1999: 211) explains that Marxism concerns for the emancipation of working class. He states that Marxism is a movement to help the working class to set their liberation against the bourgeoisie's power in society. Its goal is to support the working class to escape themselves from the bourgeoisie's social and political control and to demand equality between the bourgeoisie and the working class.

“It is to the working classes that Marxism addresses its rallying cry. All working men and women can free themselves from the chains of social, economic, and political oppression if they will recognize that they are not free agents, but individuals controlled by an intricate social web dominated by a self-declared, self-empowered, and self-perpetuating social elite”. (Bressler,1999: 211)

From the three definitions, Marxism can be interpreted as a critical theory that guides society to make a change or movement to end the inequality between the bourgeoisie or the rich and the proletariat or the poor. The inequality happens due to their competition in obtaining economic power. To solve this problem or change the condition which is hostile to the proletariat, the proletariat should understand their position, clear up their minds and then act to make the bourgeoisie powerless and achieve equality which means society without a class.

a. Base and Superstructure

Base and Superstructure are two terms in Marxism to describe the parts of human society. According to Tyson (2006:54), economics becomes the Base where the Superstructure arises. For Marx, the Base is the economic system that constructs the society, the mode or the method of production. While, the Superstructure refers to all social and political aspects of society including education, religion, media, arts, science, government and etc. Tyson's explanation here shows how economic activity shapes social relation, culture, ideologies and institutions. He adds that those who hold economic power always have social and political controls. The wealthy will have a privilege to control their social environment. Thus, the elements of the superstructure work to legitimate the power of the ruling class in the society (Eagleton, 1976:3). The Superstructure has basic functions to preserve and maintain the domination of one powerful class in a society and cover the unequal situation of society.

Furthermore, Eagleton (1976: 5) states that the relationship between Base and Superstructure is complex and not a mechanical one to one relationship. He asserts that forms of the superstructure continually react back upon and influence the base. Eagleton (1976:5) mentions that it is true about the fact that base shapes and changes the superstructure. However, Eagleton tries to clarify that the superstructure itself contains some elements that interact each other and then affect the base. In other words, superstructure is not passive structure. It has its own development and has the ability to influences the base. Therefore, if there is a social change means there will be a change in base and superstructure, but it is the

result of complete transformation in the base that influenced by all superstructure elements in their previous age.

In Marxism terms, economic conditions of society are known as *material circumstances* and the social, political and ideological formations created by the material condition are called *historical situation* (Tyson, 2006:54). Tyson further says that to find out the value of every human and cultural production means to look at the material and historical condition where the production was made. Those perspectives imply that the key to understanding all human creations including art and literature which are parts of the superstructure of society must be linked to the socioeconomic systems in which those creations appear.

b. Ideology in Marxism

According to Eagleton (1991:1) in his book *Ideology: An Introduction* ideology has more than one definitions and interpretations. He argues that ideology has multiple definitions because the word “ideology” contains some series of valuable different meanings. Then, Eagleton (1991: 28) declares that in neutral meaning, ideology as “the general material process of production of ideas, beliefs and values in social life”. Eagleton defines ideology as any ideas and perceptions that come from human experiences in living their lives with the other people in one’s surrounding.

For Marxist perspectives, according to Tyson (2006:56) ideology is a belief system. He adds that all belief systems are the result of cultural conditioning. Tyson says that ideology is a belief derived from the outcome of

social practices, activities and interactions and the consequences of social relations. Ideology is shaped by culture and society. Tyson (2006: 56) classifies ideologies into two types considering their different characteristics. The first is non-repressive ideology. It is a type of ideology that is desirable for the society. It allows people directly to know that it is an ideology and usually leads people into a better life. One of the examples of non-repressive ideology is Marxism.

The second type is repressive ideology. It is a type of ideology that masks the reality and is intentionally created to hide its true nature which is actually oppressive and unfair. It appears as an objective, natural and realistic vision, thus it will be difficult for people to recognize it as an ideology. Tyson (2006: 56) states that:

“By posing as natural ways of seeing the world, repressive ideologies prevent us from understanding the material/historical conditions in which we live because they refuse to acknowledge that those conditions have any bearing on the way we see the world.”

There are many repressive ideologies that are already internalized in the mind of the society and an example of repressive ideology is patriotism. Many people will not assume that patriotism is an ideology because it seems to be a logical and natural worldview. In the society, people normally accept patriotism as the belief that asks people to show their devotion for their country. According to Tyson (2006:59) patriotism is a repressive ideology. It convinces people to see themselves as the member of a nation, thus people are innocent that actually patriotism is an ideology that encourages poor people to fight in the war against the poor people from the other country. Meanwhile, both of the rich of the two countries who involve in the war will get economic profit as the result of the war.

Since a repressive ideology is capable to cover its real purpose, the poor people will eagerly sacrifice their lives in a war rather than knowing that they are oppressed by the privileged class of their own country.

Another example of repressive ideology can be seen in a capitalist culture. The capitalist would tell their workers to work hard in the factory for the sake of the workers' family. Definitely, the idea of the capitalist that is forced in the minds of the workers is a repressive ideology as it sounds rational. This condition makes the workers unaware that they are oppressed by the capitalist because it convinces them to believe that they work hard to support their family. In fact when the workers work loyally and diligently in the factories, it gives more benefit for the capitalist as the workers only get the promised wages and create more products to sell by the capitalist

The two examples of the repressive ideologies above show how repressive ideologies work for society. According to Tyson (2006:58) repressive ideology has such power to make people hard to comprehend the reality because it develops what is called a *false consciousness* which has real functions to support the interest of those who hold the power. From this point, repressive ideology is a useful tool to control people's mind as it offers a false hope that convinces people to believe it. As the result people become clueless to catch the truth and have misperception about social realities. Thus, repressive ideology is an effective manipulation to secure the domination of one in power since it keeps people think that their social condition is all right and acceptable and keeps the acceptance of

society with their harsh realities. Repressive ideology is an important weapon to maintain the position of the ruling class and keep society standing in their place.

Moreover, repressive ideology also shows that people's consciousness can be colonized by the others since repressive ideology operates to direct people see their situation the way what the others want them to see it (Tyson, 2006:63). It shows the role of ideology as a powerful oppressive force. Alas, in their lives, people usually take another's ideas to guide their life.

Eagleton (1991:48) states that "a successful ideology must work both practically and theoretically". An ideology is perfectly worked for the society if the ideology not only comes as a set of ideas or thoughts to influence people's mind, but it also means to lead people behave in particular attitudes and manners. Then, patriotism and the example of capitalist ideology above are considered successful ideologies because they can make people voluntarily doing such an action. Thus, ideology always acts to shape a framework that guide people's mind, behavior and action. Ideology always works for people as the ways of lives. It is ideology in the minds that motivates people to do every action that they take.

In addition, ideologies are everywhere surrounding people's lives all the time. As human being, people are not independent because since the birth, people's heads have been forced to receive ideologies that are carried in family values, norms, movies, literature, short stories, music, television, fashions, education and other human productions in which all of them are provided by

society (Tyson, 2006:64). People live with many ideologies in their heads which would determine people's perceptions about themselves and the world.

2. Marxism and Literature

Marxism is primarily a set of economic and political theory but it has significance as tool to interpret literature. Even Marx and Engels were active in economic and political activities, they were also men who had broad knowledge about art and literature. They were authors, reviewers, classical book readers, and theater-goers (Eagleton, 1976:1). According to Eagleton (1976:1) Karl Marx was a potential author for poetry, a piece of verse drama, and unfinished comic novel. He also wrote a critical study of Balzac, manuscript and journal on art and religion. Moreover, he often went to theater and read many literary works from Sterne, Sophocles, Spanish novels, and English fictions. He often had discussions with Engels to solve aesthetic problems and talk about arts.

The link between Marxism and literary criticism lies on Marx and Engels' comments on art and literature (Eagleton, 1976:1). Furthermore, Eagleton (1976:1) states that although Marx and Engels did not develop a full of aesthetic theory formulation but they brought more significant tasks in which makes Marxist criticism is not simply what is called as the sociology of literature, a literary criticism that focuses on the social production of literature, how books are published, how the book are distributed, the social structure of the authors and the readers, the levels of literacy and its social implications. Marx and Engels had incomplete comments and statements about literature and aesthetic theory but they

gave new valuable insights to understand literature that have different concerns from the sociology of literature.

a. Literature as Social Production

Marxism has its own voice about literature. Marxism treats literature as a product of social consciousness which is a part of the superstructure, thus it has concrete relation with its socioeconomic system. Literature comes with a specific material and historical cause. It is not derived from some timeless or aesthetic realm. Specifically, literature is the product of the author's mind and the author his/herself is socially constructed. As a social production, literature always contains ideology of the author in definite space and time. It is supported by Tyson (2006:66) who says that:

For Marxism, literature does not exist in some timeless, aesthetic realm as an object to be passively contemplated. Rather, like all cultural manifestations, it is a product of the socioeconomic and hence ideological conditions of the time and place in which it was written, whether or not the author intended it so. Because human beings are themselves products of their socioeconomic and ideological environment, it is assumed that authors cannot help but create works that embody ideology in some form.

Tyson (2006:66) further says that since literature is born with the influences of its material and historical conditions, Marxist critics believe literature always comes with two tasks for readers. It tends to reinforce ideologies to the readers and provoke the readers to criticize the ideology produced in literature. This means that literature works both gives ideologies and in the same time opens to readers to give an evaluation about ideologies it embodies.

The elements in literature that carry ideology are its content and form because the content tells “what” of literature and the form is the “how” (Tyson, 2006: 66). Both the content and the form are important parts in conveying ideology because they create experiences and scenes that can make the readers perceive the ideology. For Marxist critics, realism is the most suitable form for Marxist purpose. Realism as a genre of literature has a form that drags its readers to enter into such actual scenes that are similar with the events in their lives and makes the readers follow the story without being aware of its language and structure. Since it can accurately depict the real world by giving the pictures of socioeconomic inequality and ideological contradictions, realism is very helpful for Marxist critics. (Tyson, 2006:66). Those statements imply that the form and the content work together to give ways to see reality in literature and feel the ideology in literature especially in realism genre that is why some Marxist critics prefer realism as a relevant form for the application for Marxist literary criticism than other genres.

In addition, Many Marxist critics agree that all literature genres are useful for Marxist criticism because they can show how ideologies work (Tyson, 2006:67). Today, many Marxist critics reach the same conclusion that every form of literary genre is meaningful for Marxist analysis in which it can reveal the way how ideology operates as a repressive social agenda.

b. Marxist Literary Criticism

For Marxism, literature is a social product that was born from a specific society. To understand literature means to understand the socioeconomic system where it is produced (Tyson, 2006:54). From Marxist perspectives, understanding literature is meaningless when it ignores the cultural and social condition from which literature is departed. Tyson (2006:64) mentions that Marxist criticism aims to identify ideology in literature and focuses on the material and historical force or the politics and ideologies of socioeconomic system that form the psychological experiences and behavior of people. The goal of this criticism is to see whether the ideology in literature is to support or undermine its socioeconomic system. In that case, the concerns for Marxist critics are to reveal how ideology that is produced by society is represented in the text and how it influence the way of life. By focusing on those aspects, hopefully Marxist critics can increase the social awareness of society since they give clear analysis how the work is biased.

Marxist literary criticism as a tool to interpret literature is open which means the theory allows the critics to have difference voices and thoughts even they use the same Marxist concept to interpret the same literary work. Marxist theory intends to help enrich the reading of literature. It tries to make people see the most crucial ideas in literature that may not be seen so clearly and deeply without Marxist theory (Tyson, 2006:68). In this way, Marxist literary criticism is a useful theory to discover and know the essential idea of literature.

B. The Backgrounds of the Novel

1. The Author

Upton Beall Sinclair was a son of family who suffered from terrible financial problems. He was born on September, 20, 1878 in Baltimore, Maryland. He lived in a tiny house with his parents who sold alcohol. Although his parents were poor, he had rich grandparents who let him visit them occasionally. Thus, sometimes Sinclair also had experiences to live as a member of wealthy family. His dual contrast living experiences both in poverty and luxury gave a profound influence in his thinking and played a major role in his writings.

Moving to New York at the age of nine, Sinclair began to admire literature and wrote some jokes and fictions for Magazines. In 1897, he went to Columbia University and was active in writing boy's stories. As he could pay his college fee through his writings, he dreamed to be a successful writer. He married Meta Fuller and had a son named David. In 1901, his unhappy marriage inspired him to write a serious novel, *Springtime and Harvest*. He also had written several novels but all of them were not received well by the public.

In 1903, Sinclair began to know what called was socialism. His extreme life experiences between two worlds and his reading socialist weekly newspaper and realistic novels like *The People of the Abyss* by Jack London and *Octopus* by Frank Norris turned him into a socialist. In 1905, he decided to form Intercollegiate Socialist Society together with Jack London and other activists.

He also worked as an investigative journalist at socialist newspaper called *Appeal to Reason*. His editor asked him to dig up the horrible reality behind the

business of meat packing industry in Chicago. He did a careful investigation and research for long weeks in Chicago, he successfully wrote a novel, *The Jungle*.

In 1906, *The Jungle* was published and became a best seller books and it ultimately gave him popularity and reputation as a writer. The novel was very impactful toward American society. Because of the novel, President Theodore Roosevelt urged to pass a new law, Pure Food and Drug Act and the Meat Inspection Act and labeled Sinclair and other writers who concerned to reveal social ills, government scandals, political corruptions and business sensations in the Progressive era as a muckraker. Using his royalties from his novel, *The Jungle*, Sinclair build Helicon Home Colony in New Jersey for establishing a socialist community. However, less than a year, the colony was ruined because of fire.

Being a popular figure, Sinclair began to involve in politics and he joined the socialist party. With his socialist ticket, he ran for Congress in New Jersey but he failed. Then, he continued his carrier as an author and wrote some novels and articles for social protests. Growing up during the rise of industrial and fierce capitalism in America forced Sinclair, a genius author who had great writing skill to mix factual data into fictional works to be a consistent muckraker with many works for examples: *The Metropolis* (1908), *The Moneychangers* (1908), *The Cry for Justice* (1915), *King Coal* (1917) *The Profits of Religion* (1918), *The Brass Check* (1919), *Oil* (1927), *Boston* (1928) and many more. After he divorced his first wife, he married Mary Kimbrough in 1913.

In 1926, Sinclair involved again in politics. He was a candidate of Socialist party for Congress in California but he was defeated again. In 1934, he continued his political carrier as a Democratic candidate for governor of California. Although he lost in the election, he collected abundant votes nearly a million with his program campaign “End Poverty in California”.

As an author who had unique personal experiences, became the witness of the brutality of capitalism and got heavy influence of socialism in his mind, Sinclair had interest to write about social injustice, social reform and the men’s struggle for equality. Sinclair (in Jensen, 2000, par 35) believed that a powerful novel can contribute on social and institution change. He added that everything that he wrote is worth to tell and encourage man and woman to have political freedom and to understand the importance of fighting against economic justice.

No wonder, most of his works were historical and political novels in realistic writing style. He often exposed his view on poverty and displayed the virtue of socialism in his novels. In 1937, he wrote *The Flivver King: A Story of Ford- America* that was considered as a great American novel. He launched his novel series *World’s End* in 1940 and in 1942 he won the Pulitzer Prize for his book, *Dragon’s Teeth*. In the rest of his life, he lived with his third wife, Mary Willis and continued to produce books and novels. He wrote more that 90 books in all his life. Sinclair died at the age of 90 in November, 1968.

Sinclair produced a lot of works but unfortunately most of those works were not popular and only a few of his works that were well-known like *The Jungle*, *King Coal* and *Oil*. Sadly, these days his works are no longer read and

difficult to find because his works were regarded as propaganda. However, by the fact that he was an author who has amazing writing skills and he lived in the most significant era of American history, reading and understanding his works as the parts of American culture are valuable to give insights about America in the past in which the past is the part of the present.

2. The Flivver King: A Story of Ford-America

The Flivver King: A Story of Ford-America is one of the greatest works written by Upton Sinclair. Although the novel is less well-known than *The Jungle*, it offers a powerful story as well as in *The Jungle*. The magnet of this novel is the use of the character which takes a real figure Henry Ford, one of the most impactful people in the American history as its major character. First Published in 1937 by the United Automobile Workers of America, the novel was created purposely for Ford's workers who organized a labor union and called themselves as the United Automobile Workers or the UAW. Thus, the novel was a big help for the UAW that attempted to influence other workers to join the UAW. The novel was reprinted in 1984 by Charles H. Kerr Publishing Company as the novel was regarded as an important historical American novel.

As Sinclair was a muckraker, in *The Flivver King* he attempted to reveal the ugly truth of the giant automobile industry in the early of twentieth century America. To reach those purpose, he used his intellectuality to create a story that exposes triumph and failure, the boss and the workers. It tells the story about the men who live in the same land and culture but have different realities. Shortly, it

tells the life of the big boss of Ford Motor Company and his efforts to maintain his business. In running his company, he finds innovations, gives well wages to his workers, builds large plants and recruits countless workers. His innovations, Model T cars and assembly line make him a billion dollar man. As the economic problems and fierce competition give big impacts in business, the speed-up, demotions, pay-reductions and unemployment becomes serious concerns in Ford Company.

Under the same sky, there is Shut family, Shut is a father of four children who works as spindle-nut screwer in Ford Company for long time. In a short time, Shut family enjoys a comfortable life as Shut gets well wage from the company but as the times goes the life of the family becomes poor. Dreaming to have better life than his father, Shut's children have their own interests and skills. When Shut growing old, his children, John, Daisy, Hank, and Tom try to manage their live to be the part of the giant automobile Industry, Ford Company. However, their jobs do not give significant achievement in their lives and keep them to stay in poverty. To fight against harsh reality, Tom the youngest child joins a labor organization that attempts to persuade the working class to have a movement.

The novel has a rich story that talks about social realities of America when industry and capitalism roared. The novel gives the pictures of how capitalism brings privileges for small groups and brings damage for the majority. This novel becomes such an important note to tell American society about capitalism and Henry Ford.

3. The History of American Capitalism in the Mid 19th to Early 20th Century

Industrial revolution in the middle of 19th century transformed America into Capitalist society. The rapid growth of new machines and technologies in transportations, communications, and manufacturing gave a significant contribution in the economy of America. Industrial revolution offered golden opportunities for the people to achieve personal wealth especially those who owned money. Many people began to run new business and open factories in large scale of industries since the production of goods were easier with the help of machines and the distribution and exchange was faster. Coal mining, steel manufacture, oil industry, banking and other fields became profitable business that gave tremendous wealth for its owner. John D. Rockefeller, JP Morgan, Andrew Carnegie, and Henry Ford were some influential industrialists in this period. Since the number of factories and industry radically increased and a lot of new inventions that were very useful to the world such as telegraph, telephone, typewriter, electricity, and automobile were founded led America to be the land of full prosperity and the greatest industrial country in the world. The prosperity of America was the result of industrial revolution and its economics system, capitalism that allows private ownerships. Based on that system, the most powerful is the one who control and own the most money.

However, the change of the economy of America which caused by the industrialization and capitalism was followed by the transformation of American society. Industrial growth invited many immigrants to come and work in America

to seek for a better life. Thus, America population grew drastically. Moreover, many people began to move from rural to urban society since greater opportunities were available in the cities. Yet, living in cities was not easy as it offered high living standard along with cheap labors.

Despite of those conditions, capitalism also created mental changes in the society. The mind of people was filled with money and self interest since the condition led its people to believe in the spirit of laissez-faire and capitalism that ensure free opportunity for every individual. Therefore, the desire of people to struggle for power caused serious problems in the society for example political and business corruptions, cruel business systems, child and women labors, dangerous workplace conditions, low wages, and poverty. To eliminate those social problems, in the late of nineteenth century there was an idea called Progressivism which aimed to reform and improve America society to have a better living condition.

In the progressive era, the journalists wrote repeatedly about corruption and industrial ills and the reformers also worked to create new economic regulations to protect the workers. In this era, some people also began to support the idea of socialism which expects equality for all people and attempts to end capitalism. In the early of the twentieth century, American society improved gradually. After World War 1, America became a superpower country since America helped the Allies to supply the equipments of war which boosted the economy of America.

4. Henry Ford

Henry Ford was a famous figure in the twentieth century of America. He was the founder of Ford Motor Company. Ford gained his reputation after he successfully introduced the most affordable cars called the Model T car or The Flivver to American society. Henry Ford was the son of a rich farmer and born in Michigan, on July 30, 1863. Since his adolescent, Ford had a great curiosity and interest in machines. He worked in a machine shop and some factories to learn about machines.

When he was 25 years old, he married Clara Bryant and had a son named Edsel Ford. In 1891, he worked as a chief engineer under the Edison Electric Illuminating Company. Then, he began his project to make a carriage without a horse. He worked hard to build his first car and finished it in 1896. He sold his first car and produced his second car with some improvements and modifications. In 1903, he began to establish Ford Motor Company and introduced the Model A cars. He sold 1708 Model A cars in the first year of its appearance. After producing Model A, B, and C cars, he got the idea to make affordable cars, Model T car with the intention that everyone could ride it.

In 1908, he began to advertise his Model T. As the new car model met the expectations of all American men, the Model T cars were sold almost 15 million units until 1926. It was one of the best achievements for an industry at that time. Another Ford's contribution to American society was the idea of assembly line, the manufacturing process that allowing for massive productions of cars in a short time. With his two brilliant conceptions Model T cars and assembly line,

Ford became a billionaire man and influential figure in the twentieth century of America. However, he was also a controversial industrialist as in 1914 he declared to share his profit with his workers and he gave high wages to his workers, \$ 5 a day. Moreover, he provided and produced war equipments and supplies during World War I.

In 1927, Ford Motor Company faced a problem since the sales of Model T dropped. Ford only gave his attention to reduce the price of the Model T and ignored the fact that the consumers wanted something new and changes. Meanwhile, his competitor had produced more stylish and comfortable car. As the result he stopped the production of Model T in 1927 and his son took over the company. Henry Ford died on April 7, 1947 in the age of 83.

C. Previous Research Finding

Previously, there are three researches that use Marxist literary criticism to analysis ideology in literary works. The first is the study conducted by Irfan Roshadi (2012) entitled *American Dream as An Ideology for American Immigrant Workers In Upton Sinclair's The Jungle*. In this research, Roshadi discusses the roles of the ideology of American Dream for immigrant workers as represented in Sinclair's novel *The Jungle*. The reseacher applies the concept of Marxist ideology, especially Althuser's concept on Ideological State Apparatus which attampts to reveal the operation of America Dream as the ideology of the ruling class.

Meanwhile, Jafrudin Nasser (2015) conducts a study entitled *Sinclair's Criticism Toward American Capitalism In 1900's Reflected In The Jungle*. In this research, Nasser tries to explain the Sinclair's criticism toward American capitalism particularly on the manipulation of American classes' relation reflected in *The Jungle*. The study reveals about various concerns on the ideology, which are manipulations from the ruling class through institutions seen in the total control of the economy, politics, and law. The researcher also uses Althusser's concept of Ideological State Apparatus and Repressive State Apparatus as the theory of his study.

The third is *The Ethical Patriotism of Green Day Represented in Its Album American Idiot* written by Herdian Praditya in 2014. The research focuses on how the lyrics in *American Idiot* album carry the ideology of Green Day. The researcher uses the theory of ideology by Karl Mark to reveal the ideology in *American Idiot* album. The result of the research shows that ethical patriotism is the ideology of Green Day in its album *American Idiot*.

This research has a similar concern with those three previous studies which try to reveal the presence of ideology in a literary work. In their research both Roshadi and Nasser only attempt to reveal the dominant ideologies that are contained in Sinclair's work, *The Jungle* but they do not focus on the ideology of Sinclair. This research attempts to reveal the ideology of Sinclair but it uses a different work of Sinclair. Thus, the goal of this research is to reveal Sinclair's ideology in his work, *The Flivver King: A Story of Ford-America*. To achieve the goal of this research, the researcher uses the same Marxist concepts as Herdian

Praditya's study, the theory of ideology by Karl Marx since the theory is relevance to discover author's ideology. In addition, there is no single study on *The Flivver King: A Story of Ford-America* that can be found by the researcher. Those facts show that this research is new and different.

D. Conceptual Framework

In this research, the researcher applies Marxist literary criticism to analyze ideology in the novel. The research has the goals to reveal Sinclair's ideology represented in *The Flivver King: A Story of Ford-America* and to analyze the repressive ideologies of the ruling class approved by the society but bring them unfavorable social and economic condition of life as represented in the novel. To answer the two questions, the researcher applies Karl Marx's theory ideology since the theory believes that every literary work always has the ideology of the author and the ideology of its age. Hence, the background and additional information about the author and history of America in the nineteenth century are used to help the analysis and the interpretation. Figure below is the analytical construct to see how the concept of the reseach.

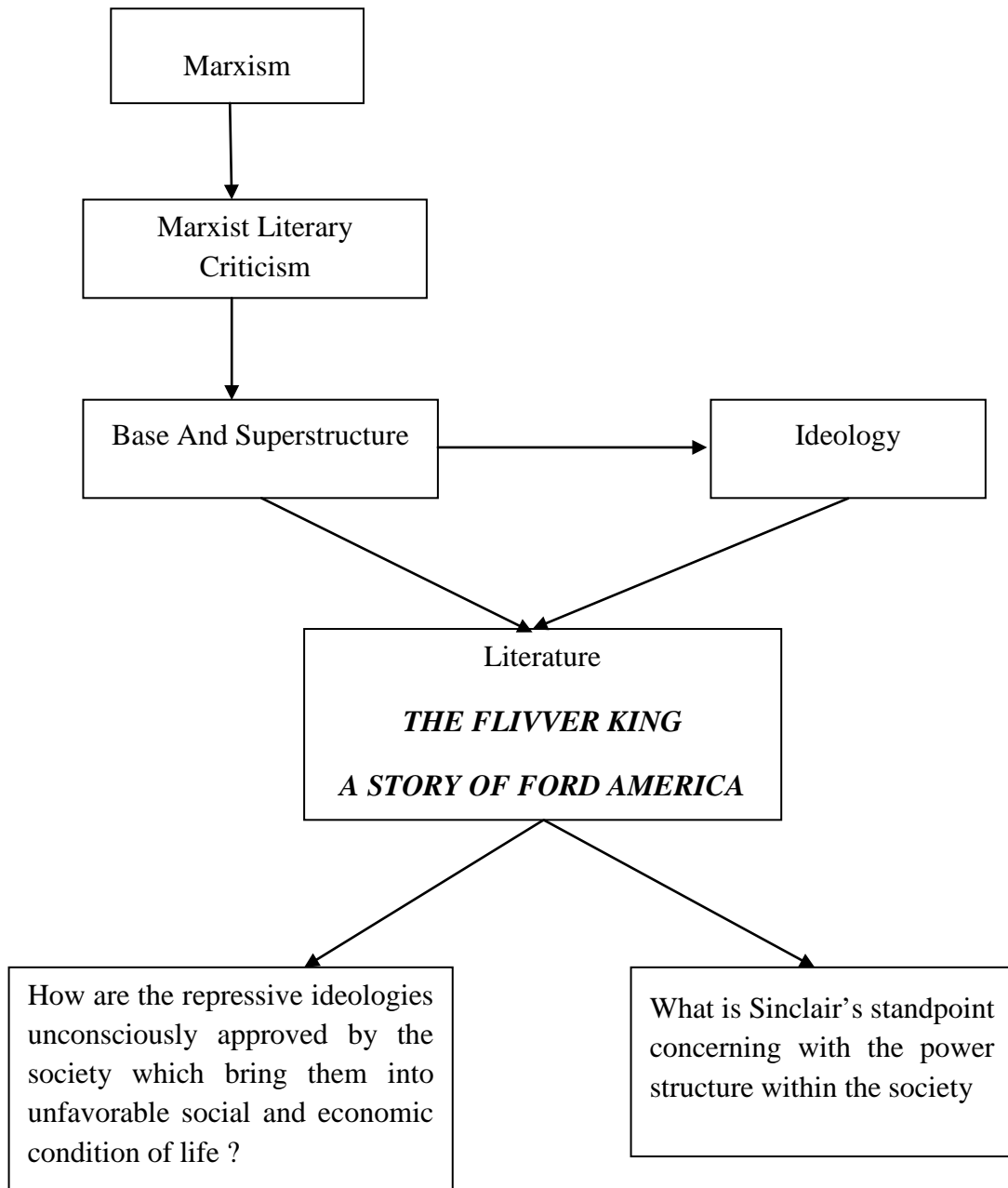


Figure 1. The Analytical Construct of the Research

CHAPTER III RESEARCH METHOD

A. The Research Design

This research employed a descriptive qualitative method since the data were in the form of words and texts rather than numbers. A qualitative research is a study aimed to understand on processes and meanings of a social aspect or experience. According to Denzin and Lincoln (2000:8) qualitative research emphasis on the qualities of entities and on processes and meanings that are not experimentally examined or measured in terms of quantity, amount, intensity, or frequency and stresses on how social experience is created and given meaning. The purpose of qualitative research is not to measure but to describe and explore about the phenomenon. In line with Denzin and Lincoln, Vanderstoep and Johnston (2009:7) say that “qualitative research produces narrative or textual descriptions of the phenomena under study”. Thus, this approach allowed the researcher to explain the meanings and interpretations of the research topic.

To analyze the data, the researcher used qualitative content analysis. Content analysis in qualitative research is a research method to create subjective interpretation of the context of text data by making a systematic classification process of coding and identifying themes or patterns (Hsieh and Shannon, 2005:1278). Content analysis provides a technique to grasp the meanings of the data based on their context. It helped the researcher to have clear interpretations and understand the meaning of the text.

B. The Data and the Source of Data

Since this research used qualitative method that its focus to analyze the repressive ideologies of the ruling class and the author's ideology expressed in Sinclair's novel *The Flivver King: A Story of Ford-America*, the data of this research were in the form of words, phrases, clauses, and sentences which were in line with the research topic. Then, the main source of this research is *The Flivver King: A Story of Ford-America*, a novel written by Upton Sinclair. It was first published in 1937. The researcher used the second edition of the novel from Charles H. Kerr Publishing Company which consists of 119 pages.

This research also used the secondary data in the form of books, articles, e-books, and website related to the topic discussed in this research. This research used the Karl Marx's theory of Ideology taken from Lois Tyson's *Critical Theory Today: A User-friendly Guide* 2nd edition (2006) as the main theory and some additional books on Marxist study were also used to support the analysis process.

C. The Data Collection Technique

In this research, the technique of collecting data took the following steps:

1. Reading the novel carefully and comprehensively means that the researcher read the novel word by word in order to have clear understanding of the context of the text.
2. Collecting the data by note taking or making simple notes and recording the words, phrases, clauses related to the topic.
3. Re-reading carefully the data to get details information about the data

4. Categorizing the data, the data were categorized and classified in line with the topic discussion by recording all the data found in the text into data sheets. The form of data sheet is presented in the following figure:

Tabel 1: The Data Sheet

No	Categories	Sub categories	Quotation	Page	Explanation

D. The Research Instrument

The main instrument of the research was the researcher herself. It is supported by Creswell (2007:184) who states that in qualitative research the researcher himself or herself plays as the key instrument. In this research, the researcher played the role as the designer, the data collector, the analyst, the interpreter, and the result reporter. Besides the main instrument the data sheets were used as the secondary instrument to collect and analyze data.

E. The Data Trustworthiness

According to Guba (1981:80-86) there are four criteria to evaluate the trustworthiness of the qualitative data and findings include credibility, dependability, confirmability and transferability. Therefore, those four criteria and type of evidence were applied in this research for ensuring the trustworthiness of the research.

Credibility refers to whether the researcher can establish the confidence in the truth of the research findings or not. To achieve credibility, the researcher applied triangulation technique which used to cross-check data and interpretations by using different data sources, investigators, observers, theories or methods. In this research, the researcher conducted triangulation by using other investigators to check recheck and verify the data. The researcher asked her two friends who are literature students to check the data and consulted the data and analysis with her consultants, *Bapak* Drs. Sugi Iswalono, M.A and *Bapak* Eko Rujito D.A,S.S,M.Hum to gain proper interpretations and avoid bias. In addition, the data were also read and reread carefully by researcher until the data were coherent with the research questions.

Dependability refers to the consistency of the research findings and Confirmability is seeking the objectivity of the researcher in establishing and interpreting the data and findings. Since the researcher applied triangulation via other investigators, dependability and confirmability can be addressed. While, transferability refers to the extent to which the research findings can be applied or transferred into other contexts or situations. To perform transferability, the researcher provided rich and thick description to enable the readers to transfer information to other settings.

F. The Data Analysis

Since the research is a descriptive qualitative approach, to analyze the data and to produce the findings the researcher used content analysis. The researcher used some steps to analysis the data as described below:

1. Organizing and identifying the data from the novel by note-taking
2. Rereading through all the data in order to gain deep information about the data in which related to topic is clearly reflected.
3. Categorizing the data by classifying all data into some categories
4. Selecting the relevant data and excluding the irrelevant data. Adding a description for each relevant data.
5. Analysing the data based the theoritical framework to evaluate the data and to get the findings.
6. Making an interpretation of the findings based on the researcher's comprehension about the theory.

CHAPTER IV FINDINGS AND DISCUSSION

From Marxist perspectives, to grasp the ideologies expressed in a novel, the reader needs understanding of the socioeconomic condition of the society in the work (Tyson, 2006:54). *The Flivver King: A Story of Ford America* is set in America in the early of the twentieth century. From the setting of time and place, it can be identified that the social setting of the novel is a modern capitalist society. The fact that capitalist society as the social setting of the novel is marked by 1) the rise of industrialization and modern technologies; 2) the ownership of private property and the establishment of giant factory; 3) divisions of labor; 4) fierce business competition; 5) high standard of living

After discovering the social setting of the novel that is a capitalist society, the class structures that come up from the social relation can be identified. There are two socioeconomic classes in the novel, the bourgeoisie and the proletariat. The bourgeoisie is represented by Henry Ford. On the other hand, the characters as the representation of the proletariat class are Shutt family and other Ford's workers. As the bourgeoisie, Henry Ford owns and controls the factory and labors which lead him to get more economic power rather than Shut family who can only sell their labor for Mr. Ford. Those condition shows that Henry Ford and Shut Family have different social class.

From these class structures, the social relation among the characters can be discovered in order to reveal ideologies that are expressed in the novel especially

the repressive ideologies of the socioeconomic system and Sinclair's ideology as the author of the novel. The complete explanation can be found in the discussion below.

A. The Repressive Ideologies of the Ruling Class Which Bring Unfavorable Social and Economic Conditions

According to Tyson (2006:56) ideology refers to a belief system that is created and conditioned culturally by society. However, not all ideologies are positive and desirable for a society. Thus, there are two kinds of ideologies that appear in a society. The first is non repressive ideology which allows people to know exactly and claim clearly that it is an ideology, for example Marxism. The second is repressive ideology which always appears as natural way of seeing the world. Since it is thought to be a natural world view, it is not recognized as ideology by people. It develops false consciousness that can mask the reality and blind people to see their true situations which its functions to serve the interest of those in power and to keep the acceptance of people to the ruling power system. The belief that man is superior to woman is an example of repressive ideology.

Since *The Flivver King: A Story of Ford-America* captures the social relation in capitalist culture especially in America with the representation of the lives Henry Ford and Shutt Family, the prevailing ideologies of the society which tie them as the member of the society can be discovered. The researcher found that American Dream, commodification, and consumerism are three capitalist ideologies that dominate the society.

1. American Dream

American Dream is a pure cultural belief of America as the land which glorifies liberty and equality. The belief tells that the key of being successful and prosperous is through hard work. All people have an equal opportunity to achieve financial success in America as long as they are willingly to work hard. It depends on the attitudes and how hard people work that determines their status and achievement. Therefore, if people are poor it is because they are lazy

Through the novel, it can be seen that the society has been programmed to acknowledge American Dream as the common belief of the society. It shows how family, media, and the institution contribute in directing people's mind to accept and adopt this ideology which determines their behavior as American.

a. American Dream as the Value of the Society

From the novel, it can be seen that American Dream becomes the part of the society who live in the city of Detroit since the ideology has been reinforced to the mind of the society as family value. As Tyson (2006:64) states that family carries out the cultural program or ideology of socioeconomic system that is produced by the society on which the family lives. All families take the ideology of American Dream as an ideal value to run their lives. The fact that American Dream sticks in the head of the society, especially in the Shutt family as shown in this quotation below:

They were poor, but far from hopeless; not only had they the certainty of blessed state in the hereafter, but the children were all going to school, and **the family shared the faith of all American families, that the young**

ones would rise in the world. America was the land of opportunity, and wonderful things were happening everyday. The poorest boy had the right to become president; and beside this grand prize were innumerable smaller ones, senators, governors, judges, and all the kings, lords, and lesser nobility of industry. Life in this land was a sort of perpetual lottery; every mother who bore a child, even in dingy slum, was putting her hand into a grab-bag, and might draw out a dazzling jewel. (Printed in bold mine)

(Sinclair,1999:5)

The narator statement above shows that all American families including Shutt family believe in America Dream which gives them a hope that all people have the chance to be successful. It convinces people that by hardworking, even the poor can climb higher social status since America opens free opportunity for everyone. It shows how as a poor American family, Shutt family holds the value of American dream, which is also adopted by other families. It implies that American dream becomes the cultural and ideological force of the society since every family believes in the same ideology, America Dream. From this point, it can be seen that family has a role in introducing and internalizing America Dream. Another evidence that shows how family plays an important role in sharing the value of American Dream shown in these lines below:

Such was the boy's life for the next tow or three years. He never back to school, but run errands and did odd jobs whenever he could find them . . . **He was taught his father's faith in his country and its institutions, and inspite of all poverty and tribulations he kept that faith all his life.** All nations had hard times, the newspaper assured him; it was a law of nature and there was no way to escape it. But now prosperity was coming back, and America reminded the greatest country in the world, and the richest; **if you worked hard, and lived a sober and God-fearing life, success was bound to come to you.** (Printed in bold mine)

(Sinclair, 1999: 9)

Those lines show how since his childhood, as a poor boy Abner has a strong faith in America Dream. He never gives up with his poor condition of life

and struggle to manage his life by doing many jobs. He has the kind of mind set to believe in hardworking since it is conditioned by his family, his institutions and society. This fact means that family and society share and spread American Dream to the people which inevitably all members of the society have same framework that guide their minds and behaviors.

Another reason why the ideology of American Dream becomes a common belief of the society and attaches firmly in the mind of everyone is the role of media. The story shows how media take a part in reinforcing and internalizing this ideology to its subscribers. The fact that media contributes in constructing the mental of the society with American Dream can be found in the quotation below:

Even toil-battered Tom Shutt knew this. He had a newspaper delivered to his home every Sunday morning, and after he came back from church and had his dinner, he read it until he fell asleep. **In this paper he saw pictures of fashionable ladies and fabulously rich and successful men. The papers told how these men had risen from a state of poverty like his own, and that they had done it by producing useful things which had raised the standards of life in America until they were in the highest in the world.** (Printed in bold mine)

(Sinclair, 1999:5)

The evidence above shows how the weekly newspapers that Tom Shut, the father of Abner reads always contain articles which provide and support American Dream by posing some inspiring stories of successful business men. Media often writes with such stories in order to feeds people the value of American Dream. The stories is used to convince readers that social mobility is attainable. There is always an opportunity for the poor to be a rich like those wealthy men on the stories. With the appearances of those articles media tries to internalize the

ideology American Dream to its subscribers or society in general. Thus, media is responsible for reinforcing America Dream in the mind of the society.

b. The Operation of American Dream as Repressive Ideology

Since in the story people are forced and conditioned to receive American Dream in many ways, people unconsciously accept it without any question. However, people are unaware that actually American Dream is a type of repressive ideology that supports the capitalist culture. By posing the belief that everyone has the same right to get financial freedom through hard work, it influences people to focus on achieving wealth. The ideology emphasizes on individual achievement. For Americans, success is admirable and highly-valued. The one who makes the most money is the most respectable man in the society. Thus, it is natural for the society to get better social status, to desire a luxurious house and to have a lot of money. In other word, American dream teaches people that their self-worth lies on the amount money that they own. In addition, hardworking is believed as an acceptable standard behavior for the society since it is a reasonable way to be rich. Thus, it is the individual's responsibility whether he/she wants to end up living in prosperity or in poverty.

1.) To Keep The Society Behave According What America Dream Told

American Dream is an ideology that influences people to have desire in getting rich. Inevitably, it makes people concern only for making money in their lives since money plays big roles in the society. For the society, the self-worth is

in the value of money and property that one's owns. *The Flivver King* shows that all the characters have the same goal that is to be rich. The poor do everything to get money and the rich men use their money to get more wealth. Abner, Johnny, Daisy, Hank as the poor try hard to get out from poverty. On the other hand, as the wealthy man, Mr. Ford wants to remain in the highest social rank.

Young Abner is poor. He lives in a small rent house that filled with two families. After his father lost his job as manual labor, Abner does not go to school anymore. He works in many kinds of jobs to manage his life. Growing up and knowing that his neighborhood, Mr. Ford who used to work on making horseless carriage /car accomplishes his dream and starts new business in automobile, Abner finds new hope and asks him for a job to get better future. He gives up with his previous job in Tool Company and becomes Ford's worker as spindle-nut screwer. As a worker, Abner always works diligently for the company and has great responsibility toward his jobs.

Business was booming-everybody was getting rich, it seemed to Abner Shut except Abner himself.

Such were the impulses driving in the young working man, as he rode his bicycle home from the races. I've got to better myself!" he was saying over and over; and added "I'll go and see Mr. Ford". He thought it wiser not to mention this bright idea to his two companions. (Printed in bold mine)

(Sinclair, 1999:13)

While, these issues were decided, Abner Shutt was laboring faithfully in the plant; . . . All these various operations Abner performed faithfully, hustling out to shed to get a couple more wheels, bending his back over screwing operations, and applying his mind to make sure that he did not put a nut with right-hand thread upon an axle with left hand thread. (Printed in bold mine)

(Sinclair,1999:17)

“ I been workin’ for you three years now Mr. Ford, an’ never missed a day exceptin’ that time when I got married. I told you to count on me, an’ you said if I was faithfully an’ worked hard, I’d better myself. That’s what I want to ast you, Mr. Ford-Abner rushed on breathlessly, for this was his real message, the part that filled him with terror-... (Printed in bold mine)

(Sinclair, 1999:18)

The quotations above show that Abner is hard-working man. He is very serious and careful in doing all his jobs in Ford Company. As a worker, he is very discipline, and industrious. He always comes to the factory to devote his labor and time loyally to fulfill the production of Ford’s company. However, Abner has a reason behind his faithful service in the factory that is his believe in American Dream. He has been told that if he works hard, he will get a better life. Thus, it is American Dream that inspires Abner to always give his best service and performances for Ford’s company. By doing well in factory he hopes to get higher position in the factory. He works very hard in the factory because he wants to escape from poverty, to buy a house for his family and to be a respectable man. All Abner’s efforts show how he wants to be recognized as the member of American society in which every man are expected to live in prosperity.

Abner and his wife Milly have four children. They are Johnny, Daisy, Hank, Tommy. Life gives them a chance to choose different paths. Born in the capitalist culture as the son and daughter of Abner who is working class man John and Daisy have a dream to rise themselves out of poverty. They have great determination to climb higher social status. Before working in Ford Motor Company, John was a well-trained student in Ford school and he learned

everything about machine seriously. He dreams to work in Ford Company like his father who can bring him a good life when he was young. With his skill, he is accepted to work in Ford Company as a welder with well-paid salary.

John Crock Shutt had become a specialist in “resistance welding” in the enormous too-shop of the River Rough plant. This was a new ad quite marvelous process which made various automobile parts into solid piece of steel. **John was all wrapped up in details of it, and during working hours thought of nothing else; during his other hours he liked to talked about it, or to read technical papers about steel. They were making new kinds every day, and the more you knew, the higher your salary would rise.** (Printed in bold mine)

(Sinclair,1999:73)

Johnny, **ever serious and hardworking, had finished school and gone to work as a welder**, a skilled job with paid him eight seventy-five a day. In less than a year he had become a sub foreman, and was raised to nine fifty. That was what training did for you. (Printed in bold mine)

(Sinclair,1999:61)

Like his father, John as the oldest son of Abner is also a hard-working man. He only focuses on his job when he is working in the factory. He never stops learning and reading books in order to improve his skills about machinery. He is very enthusiastic in doing his job since he hopes for a high salary. With his great skill and effort he raises himself to middle class lifestyle. Having the same desire to get out from her poor condition, Daisy who is John’s little sister wants to pursue her carrier as a secretary and she willingly takes a part time job to support her study.

Daisy had worked for a while in “five and ten”, and saved her money, and was now studying at a business collage learning the things that a secretary needs... Her eyes were fixed upon the higher regions, where in airy and elegant offices a **stenographer make acquaintance of white collar workers or high-salaried executives. The Shutt, an American Family, had no desire to whatsoever to remain in the working-class, but meant to leave the hard and sweaty work of the world to those called “hunkies” and “wops”.** (Printed in bold mine)

(Sinclair, 1999:62)

The quotation shows Daisy's efforts to manage her life. She devotes her time for both working and studying to achieve her dreams to be a secretary and to marry a high-salaried man. Since the society demands its members to get rich, both John and Daisy prepare and plan their future properly. John believes that being an expert in machinery can lead him to get a good position in Ford Company. While, for Daisy, to be secretary is not only a way to be an independent lady but also a simple way for her to meet an executive man which can be her ideal husband. By marrying a rich man, she sees an opportunity to move from the bottom social rank to the higher one. In this case, John and Daisy have been internalized American Dream since their first priority is social status.

Since America Dream indirectly tells people to "get a head", Hank who is a trouble maker takes extreme ways to get self-improvement. He works as a driver for a liquor company and a spy for Ford Company.

Right across a narrow river from Detroit lay a free country, well stocked with Canadian whiskey and West Indian rums and French wines; the business of ferrying these products across the river at night was a lucrative one, and the job of moving them into interior and hiding them before dawn, called for quick-witted young fellows who know to handle a truck, and also an automatic or sawed-off shotgun in emergency. . . Hank's work was done while Abner was sleeping the sleep of worker on the "belt", a sound one . . . , if you had the cash you could buy anything or anybody. And Hank was out to "get his". He boasted to that he was doing so, but it was a precarious kind of success, and his sister had more pity for him than trust. (Printed in bold mine)

(Sinclair,1999:62)

...Let them get something out of their bootlegger and gangster! Annabelle knew all about Hank, **because he had been arrested again and had got his picture in the paper. It was something about an election charge – he had been intimidating voters, it was said.** Oddly enough, he had been working for a candidate who had the support of Henry Ford, and was said to have the company's financial backing. (Printed in bold mine)

(Sinclair, 1999:79)

Since his childhood, Hank had bad behavior and his neighbors called him as young criminal. His nature brings him into the world of illegal businesses. He chooses to live as a bootlegger who delivers liquor and a spy for Ford Company. Hank voluntarily joins a dangerous business and risks his life since he notices great opportunity in the business which can give him a lot of money instantly. In this case, the society is responsible for the path that Hank chooses in his life. For the society, money is the symbol of individual success. As he wants to be acknowledged by the society, being a criminal is not a big deal for him. He is even proud of his achievement since he can live well with the money and can share his money to help his family.

Hank had gone and made himself respectable-don't think that he hadn't felt it being an outlaw, don't think that he hadn't known it when the members of his family were looking down on him, ashamed to mention his name even they were obliged to take his money. (Printed in bold mine)

(Sinclair, 1999:102)

Such things do not seem much to outsiders, but they are what break **the spirit of poor people who always earned what they spend and kept themselves "respectable". Abner now had to the point where he had to forget that his second son was a bootlegger and a gangster, and let Milly take gratefully whatever money Hank brought.** (Printed in bold mine)

(Sinclair, 1999:78)

Hank feels right doing a wrong thing and has no guilty feeling about what he does for living since he can live with better lifestyle. The quotation also shows how actually Hank's family hates him for being a criminal but they do not hate the money that Hank earns. They still take Hank's money even they know the money comes from dirty works. This condition shows how they desperately want

money in order to live in the way of the standard of the society. It happens because the society forces them to chase money and social status in the first place as it is told by America Dream, the ideology that they adopt culturally from the society.

As American cultural value, American Dream applies to everyone in every situation without any exception, including the rich. With this ideology in the head, the rich will not stop making money since it encourages people to place themselves in to the highest position. In other words, it makes people have full ambition to be the first. In this competitive society, the rich is the most advantageous since they can use their money to gain more money. They will take every opportunity to keep their wealth.

Having a big interest in machinery and an idea to make a vehicle with an engine, Mr. Ford never gives up to make his idea into reality. He invests all his money and times and works diligently to improve his innovative vehicle. He has a goal to produce a cheap car for everyone. After some years, finally he can make a good car and then starts new business in Automobile industry. His business gives him victory and prosperity since he can produce and sell a million inexpensive cars.

It was 1892, and all that year he had spent his spare time and money on his invention. He had started work on a machinist with the electric company at forty –five dollars a month, but **he wasn't quite as poor as that, for his father was a farmer, and had given him forty acres of land on which he had built a saw mill.** **He had worked hard all his life, and learned all he could find out about machinery.** (Printed in bold mine)

(Sinclair, 1999:6)

It was his doctrine that no man who wanted to succeed in business should ever let it out his mind; and he had practiced this half a lifetime before he began to preach it.

In the first years of the sales of the Ford Motor Company brought them a million and a half dollars, nearly one-fourth of which was profit. From then on, all his life, Henry Ford had all the money he needed to carry out his ideas. He took care of his money, and used it for that purpose. (Printed in bold mine)

(Sinclair, 1999:16)

Born in the capitalist culture as the member of rich family Mr. Ford is lucky. He has a chance to learn machinery and work in a good company. He has confidence in working his project since he has great skill and has no worry about money. With his efforts, he successfully makes cars and has big factories that make him a billionaire. However, being the richest person does not stop Mr. Ford from enlarging and expanding his business. He continues to build new factories and business.

All this was beginning there at Highland Park. **He was building his own power plant, his own steel plant, his own forges. Presently, he would have his own iron-mines, coals-mines, ships, railroads. It would be a gigantic empire,** spreading over the whole earth; and Henry would be the founder of it, the master of it; his spirit would rule it, his wisdom and his common sense. **The last was the phrase that he preferred. "I am common sense" said the soul of Henry Ford.** (Printed in bold mine)

(Sinclair, 1999:23)

He had had developed fifty-three different industries, beginning alphabetically with aeroplanes and ending with wood-distillation. He brought a broken-down railroad and made it pay: he bought coal-mines and trebled their production. (Printed in bold mine)

(Sinclair, 1999:61)

The quotations show that as rich and powerful person, Mr. Ford uses his money to create more wealth. It is not enough for him to control a huge factory but he wants to have more factories. He invests his money for other business in

order to get more profit. As American Dream stresses that self-worth is achieved only by economic success it keeps Mr. Ford making himself rich and richer.

All those data above say that it is true American Dream dominates the mind of the members of the society. Both the rich and the poor believe in American Dream and behave in accordance to it. By posing a belief that all people born equal and have freedom to achieve prosperity through hard work, it drives people to compete for being the most prosperous in the society. The analysis above shows that all the characters are people who are only busy in advancing their lives and worshipping money. In this case, American Dream is such a successful ideology that has a power to control the behavior of the society as Tyson (2006:64) states that ideologies of socioeconomic systems shape psychological experiences and behaviors either individuals or groups.

2.) American Dream Blurs the Reality

American Dream is a shared belief of the society. For this reason, both the rich and the poor unconsciously believe in American Dream. The poor think they share the same beneficial value with the rich. In fact, American Dream deceives them and serves the interest of the repressive system. American dream is a repressive ideology that is conditioned by capitalist culture which leads the poor accept a system that is unfavorable for them (Tyson, 2006:58). Its role is to secure the power of the dominant class (the bourgeoisie or the rich). American Dream creates an illusion that everyone has a right to be rich and prosperous by working hard in his/her life and develops false consciousness to the working class. It

prevents people to see their true conditions and makes them ignore the unequal relationship that happens between them. As long as the poor care only in getting money and attaining social rank, they will only become the victims of the society and will not be able to figure out the solution for their unfavorable conditions.

The power of America Dream that blurs the reality of the working class can be seen in the scene when Abner and his father have a fantasy if they were Mr. Ford, who made and produced cars. America Dream prevents them to see that for achieving success, people need not only hardworking but also depend on their background and capabilities.

They went back in their memories to that day when they had gone together, Abner a little boy, to watch Mr. Ford trying out his steering-rudder in front of Bagley Street shed. **It had become the proudest memory of their lives, the one they talked about most frequently to everybody knew. If only they had realized the future locked up in the baby carriage with an engine; if only they had hitched their wagon to Henry Ford's car! They figured up how much money they had had in the savings bank in those days; if they had invested it in the stock of Ford Motor Company, how much they would have now.** (Printed in bold mine)

(Sinclair, 1999:49)

After Henry Ford gets the success in his automobile business, Abner and his father are wondering if Mr. Ford's fortune comes to them. They imagine that they are the one who has the idea of making cars and they invest their money in Ford Motor Company. From this imaginative thought, it shows how America Dream works to prevent Abner and his father from seeing their harsh reality. They do not notice their own situation that in reality they are poor while Mr. Ford comes from rich farmer family, thus it is possible for Mr. Ford to get success in making cars and selling them.

They ignore the fact that to start producing cars, they need a lot of money and great skills about machinery which they do not have. They think that they have the same opportunity like Mr. Ford who is rich. They place themselves equal with Mr. Ford which actually not. Therefore, American Dream continues to stir Abner and his father since it offers a hope which makes them blind to see their real condition. As an ideology, according to Tyson (2006: 58) “American dream, much like the state lotteries or the big-bucks sweepstakes that are its latest incarnation, opens the possibility that anyone can win, and, like gambling addicts, we cling to that possibility.” Tyson says that American Dream offers a slight of hope that people want to hear, thus it makes people are only busy in believing it.

Actually, in the capitalist culture which place money above everything there is no such hope for the working class to live in glory. The rich will always be the winner since with money in their hands, they can hire the working class to do their works and can enjoy luxurious lifestyle. As the owner of giant automobile company Mr. Ford earns a huge amount of money, controls the life of his workers, builds new business, buys mansion, rides expensive cars, travels to Europe with his family.

Abner could read in the newspaper what the Flivver King was doing. **He was travelling to Europe, inspecting his vast empire, and telling people over there how to Americanize themselves. He was in Georgia, experimenting with fifteen thousand acres of golden rod from which he expected to get rubber. He was on his huge farm in Michigan. . . and collecting antiques for his museum . . .** He was going everywhere except watching the assembly lines of his huge factory, with two hundred thousands slaves making themselves parts of machines- (Printed in bold mine)

(Sinclair, 1999:67)

The quotation shows that after Mr. Ford gets a success in his automobile he lives in luxury lifestyle. He spends his time for traveling, buying vintage artworks. He also owns a big and elegant house. Those facts show how such fortune comes to Mr. Ford from this capitalist culture. However, Abner who knows Mr. Ford's fortune never have any questions in his mind about the source of his wealth. In the society, American Dream works to ensure that the unequal and unfair situation is as natural or can not seen at all by the society as what happens to Abner who can not see his true conditions. He might think that Mr. Ford's wealth is the result of his own initiative and hardwork. His mind can not lead him to think that the wealth comes from the worker's sweat and the ways how he exploits the workers.

Meanwhile, in this competitive capitalist society, the poor only have limited opportunities in every aspects of life which make them socially and economically oppressed. The fact that Abner comes from poor family makes him lack of education, skill and employment. Because of this limited condition, becoming a laborer is the only available job that suits for him, which only gives him a wage that is not enough for living. His life depends on Mr. Ford who gives him a job and pays him. Abner and other Ford's workers always worry about money. They do not have much money for housing, food, health care for their family.

. . . a high price, and making it nearly hard for the Shutt family as if there hadn't been any bonus. As time when on this cruel lesson was taught to them over and over. Milly most careful of shoppers, took to keeping her family hungry and wore out her own tired legs, trying to find a store where she could buy food at the price she had got used to in the old, Before Bonus era. There just was no such store, and the dealers

hastened to explain that their own rents had gone up and also wages. Who would work in Highland Park for old wages, **when he too had to pay higher rents and higher prices for food? There was something wrong with the world !** (Printed in bold mine)

(Sinclair, 1999: 31)

There is cruel saying that **when poverty comes in at the door, love flies out at the window; and it looked as it might apply to this case. Annabelle. Who had been fighting so aggressively to advance her husband's social position, now turned her alked energies to finding fault with him. She didn't know enough to blame the social system, she blamed those about her, and her attention became centered upon the fact that her husband had been giving money to his family.** She made it her bussines to see that those relatives didn't get another penny. Let that handsome football-playing brother go to work ! (Printed in bold mine)

(Sinclair, 1999: 79)

The quotations above show how Milly, Abner's wife and Annabelle try to handle their poverty. Milly manages the money that given by Abner. Although Abner's wage increases, his wife must find a way to use the money wisely. She goes to the store that sells cheap food since she only has limited budget for food. It shows that Abner's wage is not enough to cover all the family needs. In addition, Annabelle who used to rich becomes penniless since her husband has been laid off. However, they do not fully understand their obvious realities that their social system and its ideology operates to keep them being poor and to lead their lives controlled by others. Annabelle's misperception about the reality can be seen in the fact that she blames her husband for the loss rather than take the blame to Mr. Ford who makes her husband jobless. She gets angry at her husband who can not protect his job and she wants her brother in law to work for his family because she believes that every man is responsible for his own achievements and she concerns about her social status.

From the comparison between the life of Mr. Ford and the lives of his workers can be concluded that American Dream as the ideology of the socioeconomic system works to keep them at the bottom of the social ladder and to create extreme contrast lifestyle. However, this condition can not be seen by the most members of the society.

American Dream prevents Abner and the others to see two important facts. First, they fail to see that to achieve success is not only need hardworking, but also depends on their background and capabilities. Second, they fail to realize that there is something wrong and suspicious with the imbalance power. American Dream prevents them from seeing the inequality because it keeps them believing that their effort is the only factor that determines their success. It is the power of American Dream that prevents the working class from seeing their own obvious situation, makes the social relation between the rich and the working class keep in peace for long years and keeps the working class believing in America Dream.

As an ideology, America Dream creates social pressure for the working class. It forces people to have an ambition to succeed. As the result, it creates a conflict between Abner and other Ford's worker. There is a rivalry between Abner and his sub-foreman.

Alas, Abner was breaking one of the strictest rules of the military discipline which governs these modern armies of production. **He earned the furious resentment of his sub-foreman, who thought Abner has been trying to get his job-whereas Abner hadn't thought of that , it was some other sub-foreman's job he hoped for. The man began to "ride" him;** he couldn't find much fault with the way Abner spread cotter-pins, but he could hold a stopwatch on him and raise hell if he stayed ten seconds more than his three minutes in the toilet, or he stretched out his fifteen-minute lunch period while stuffing a last bite of sandwich into his mouth.

Flesh and blood couldn't stand it; one day Abner answer back, and was told to go and get his "time". . . (Printed in bold mine)

(Sinclair, 1999:66)

Because of the reorganization of the plant Abner who makes himself as sub-foreman returns to work as spindle-screw. He wishes that he can get his former status. His sub-foreman thinks that Abner wants to steal his position. In order to keep his position Abner's he fires Abner by using dirty tricks and claims that Abner did a mistake, which is only trivial matter. The competition in factory shows that America Dream makes the workers close their eyes to the fact that actually they are in the same situation and damages their relation as partner in the factory. This conflict happens because the society expects its people to be successful in their life.

American Dream that makes Abner believing the value of hardworking and keeps him working hard to serve the production of cars for Ford Company. Although Abner and other Ford's workers work very hard and well in factory and even they ever experience middle-class lifestyle, in the end they still end up in the powerless position with indefinite future because Mr. Ford dominates their life.

For Shutt family and the working class, America Dream is only a lie that makes them stay in their miserable condition. It shows how America Dream is very powerful as ideology within the society. American Dream becomes an effective tool to lead the society accept their repressive socioeconomic system.

2. Commodification

Since capitalism is a system that values everything in term of its worth in money, it leads commodification (Tyson, 2006:62). Capitalism leads people to treat things and people as commodities. A commodity has value not in its use values but in its exchange or sign values. Then, commodification is the act of relating to persons or things in terms of their exchange value or sign-exchange value. In capitalist culture, commodification is not merely about an activity of buying and selling in a market but it is a psychological attitude (Tyson, 2006:70). For example, a woman commodifies her boyfriend when she dates the man with the intention of getting his money (exchange value) or if she dates him in order to impress people (sign exchange value). Commodification becomes the central feature of capitalist society since it offers greater chance for individual to achieve profit and accumulate wealth.

a. Commodification as the Value of the Society

Commodification is another capitalist value that is adopted by the society in the novel. This kind of capitalist ideology exists in the society where Abner lives and works. Every man is convinced that buying and selling in order to get more money is the best way for individual to be free.

A great empire like Ford's has that effect upon who those live in it and by it. It develops its own needs, and its own loyalties to meet them. Its courtiers and servitors may quarrel furiously among themselves, but **they must accept the basic standards upon which the great structure rests. If it is a commercial empire, they must believe in money, and the symbols of money, its codes of excellence and elegance. The Flivver King himself had handed down the law, from the high mountain**

where he dwelt; “Men work for money.” And John and Annabelle did so. (Printed in bold mine)

(Sinclair, 1999:102)

This shows how the society is worshipping money. For the society, money is dignity and pride. As the result, commodification is viewed as an effective way to grasp financial freedom. The society is conditioned to accept the belief that everything is right to be exchange for money including human being. As a powerful man who own a giant factory, Mr. Ford emphasizes to all his workers that “men work for money” which has equal meaning with the value of commodification. His words actually tells that it is fair enough if the workers sell their labor as they will get the wages or money in return. With his statement that becomes such a law in the factory since it is heard almost everyday by the workers, Mr. Ford tries to remind the workers about their duties that they should exchange their sweat for money. In this sense, Mr. Ford attempts to internalize the capitalist value, commodification to his workers. While, the workers will accept it as natural order that they should keep it in their minds.

As the feature of capitalist culture, commodification is not only a value that is adopted and performed in the factory but it is also a kind of attitude that demonstrates naturally outside the factory. In this culture, people see everything as commodity which can be traded for their own convenience or benefits like what it is said below.

An ugly world, shocking to know about; as bad as the top as at the bottom, according to Hank. The police were crocked, the political game was a sell-out, if you had the cash you could buy anything and anybody. (Printed in bold mine)

(Sinclair, 1999:62)

The quotation is Hank's statement about the condition of his society. It shows that the act of turning things as an object of trade is a common issue for the society. Things that are actually not for sale can be commercialized in this culture since the orientation of the society is money. Here, it proves that commodification becomes the part of the society.

b. The Acts of Commodification

The novel illustrates commodification both in the form of exchange value and sign-exchange value.

1.) Commodification in the Form of Exchange Value

Under capitalism, everything can be bought and sold for profit. One of the characters in the novel that clearly displays commodification is Mr. Ford, the wealthy man in the novel. He values everything around him in term of its monetary worth. For Mr. Ford, all things and all people are commodities. As capitalist who runs automobile business Mr. Ford produces cars as commodity to be sold for profit but the worst is Mr. Ford also commodifies his workers badly.

Mr. Ford's commodification of his workers can be seen through poor treatments that the workers must experience in the factory. In the capitalist culture which glorifies economic achievement, business seeks for profits. The only way for the capitalists to get maximal profits is they exploit the workers. Capitalism is a flawed system based on the exploitation of the many by the few (Tyson, 2006:58). Mr. Ford commodifies his workers in four issues. They are speeding up the belt, providing unsafe workplace, firing and reducing the wage.

The first act of Mr. Ford commodification is pushing the workers to work faster and faster. By definition, commodification is “the treatment of things or people as commodities whose the importance lies in the benefit to ourselves” (Tyson,2006:71). For Mr. Ford, all his workers are commodities like the cars that are expected to give him exchange value. He buys the workers’ labor in order to get their services in the process of production of cars. However, Mr. Ford treats his workers like a machine rather than human beings who must work productively for the company without a rest.

When the plant was turning out a thousand a day, those who had the job in hand knew that **by increasing the speed of the assembly line one minute in a hour, the would get sixteen more cars that days. Why not try it? A couple of weeks later, after the workers on the line had accustomed themselves to the faster motions, why not try again.**

(Printed in bold mine)

(Sinclair, 1999:27)

It was those dreadful devices known as “the speed-up” and “the stretch-out”. **Every worker had to be strained to the uttermost limit, every one had to be giving the last ounce of energy he had in his carcass.** Henry Ford would deny that; of course; he would write so blandly, so convincingly, about the purpose of scientific management being to ascertain exactly what each worker could do without the strain, and to give him that much. **It was a lie, it was a lie! Henry’s workers wanted to scream when they read those articles of his. They were tired when they started in the morning, and when they quit they were gray and staggering with fatigue, they were empty shells out which the last drop of juice has been squeezed.** (Printed in bold mine)

(Sinclair, 1999: 67)

The quotations show how assembly-line is a device that tortures the workers since it forces the workers to work and move in fast speed. It makes the workers feel very exhausted and tired. This fact shows Mr. Ford expects greater profit from his workers. He squeezes the sweat of their workers without thinking about the conditions and the health of all his workers who perform those tiring

and repetitive jobs in the assembly line. He cares only about the result and expects his workers to exchange their sweat with great productivity in factory. Thus, he will have plenty stocks of cars and will get more money.

Besides pushing his workers to work in high speed, Mr. Ford also displays commodification of his workers through his ignorance about the situation of his factory. Since capitalism counts everything in its worth of money, Mr. Ford places price tags on his workers. He does not hire men to give him a loss but for their exchange-values. He sacrifices the lives of his workers in order to minimize the expense of the production of cars. He puts his workers in danger by forcing them to work in bad and unsecure factory without any safety.

The twenty-five thousand workers were driven until they went out “punch-drunk”. Sometimes one went out on a stretcher, because men so driven couldn’t handle machinery without accidents. On no subject had Henry written more eloquently than the important of safety; but again and again his “safety department” was overruled by his speed-up department, and there was a saying in the plant that it took one life a day. They had their own hospital, and there was no way to get any figures. (Printed in bold mine)

(Sinclair, 1999: 81)

In the distance could be seen the gigantic River Rouge plant, **its tall silvered smokestacks rising like a huge pipa-organ.** (Printed in bold mine)

(Sinclair, 1999: 86)

A factory where machines and tools are in everywhere is a dangerous place for workers. Accidents can happen unexpectedly to them. In addition, the workers must do their jobs in unhealthy and polluted workplace. However, Mr. Ford’s safety department has no concerns and solutions about the poor conditions of the factory rather than they concern in the way to speed-up the labor. This condition shows that Mr. Ford wants to get maximum profit in doing his business

and he turns his back on the well-being of all his workers. It indicates that Mr. Ford commodifies his workers heartlessly by taking advantages over others for his own convenience.

Dismissal and pay-reduction are the other forms of Mr. Ford's commodification of his workers. Again, commodification is the act of relating persons or things in term of the money or their exchange values (Tyson, 2006: 69). According to Peter (2007) workers are commodified because they are the subjects to the law of supply and demand. They are hired and fired only for purely economic reasons. When hard time comes and the sales declines, Mr. Ford is in hurry to fire his workers or to cut their wages. Without any respect, he also dismisses many of his workers one by one after having assembly-line in his factory.

In 1930 he had managed, **by prompt firing of men and speeding up of the others, to stave off the effects of the depression and make another sixty millions.** (Printed in bold mine)

(Sinclair, 1999: 79)

So a new principality was added to the Ford empire. **But this did no good to Henry's workers; their jobs had been cut to one or two days a week, and now the minimum wage was reduced to four dollars per day.** (Printed in bold mine)

(Sinclair, 1999: 89)

Mr. Ford who relates his world through his money thinks that his financial security is the most important things in his life. In order to cut the cost of production for the survival of the company, Mr. Ford victimizes his workers to take the responsibility. He lays off some his workers unfairly without clear reasons and reduces the worker's wages for his own benefit. Because of the ownership of the factory, he sees himself as the master who has the right to run

the system and has freedom to keep and fire everyone. For him, a long relationship that happens between him and his workers means nothing but a business relation. He puts workers in his factory and dismisses them for the good of his company. Thus, he feels easy for ruining and destroying the lives of some of his workers which are dependent upon him. Dismissal and pay-reduction show the ways how Mr. Ford undervalues his workers. He treats his workers as things that can be traded for money rather than human being like himself who also need to survive.

Tyson (2006:56) says that repressive ideology that appears as natural way of seeing the world creates false consciousness which prevents people to see the true situation. Similar with other repressive ideologies, commodification also develops this kind of ability. The facts that commodification creates false consciousness to Abner and others workers can be seen through the worker's acceptance with the harsh realities in the factory and their loyalty toward his boss,

The workers can not see at all that they are the victims of Mr. Ford's commodification. Commodification makes the social relation between Henry Ford as the capitalist and his workers who produce cars for Ford seems alright, fair and normal which is actually oppressive and unjust. The secrets behind the acceptance of workers with Mr. Ford's commodifications are in Mr. Ford 's ability to manipulate his workers in the factory through his words "Men work for money" that keep ringing in the ears of his workers and the wages itself, money as commodity sign that is handed to the workers. Those who have economic power also hold social and political power (Tyson, 2006: 54).

Such were the task which kept him on the move the whole day; **but he didn't mind-he was getting seventeen and a half cents per hours, the best he had ever done,...** (Printed in bold mine)

(Sinclair, 1999:16)

Then the leap into life of men and machinery, the clatter and banging. **To the visitor it seemed paralyzing to the nerves, but to Abner it was the normal state of labor;** He knew every sound by heart, and noticed in a moment **if there was any strange and possibly dangerous one.** (Printed in bold mine)

(Sinclair, 1999:16)

The data imply that Abner as a Ford's worker feels alright and tolerates everything including cruel treatments and strict regulations that they face in factory without a protest as long as Mr. Ford gives them pay-check. Abner's endurance indicates that he accepts the harsh realities in the factory. It is the power of commodification which can make people blind to see their unfavorable conditions that keeps Abner doing so. Instead recognizing that workers are the victims of Mr. Ford's commodification, Abner thinks that he works for his own sake rather than for Mr. Ford. For Abner, all those experiences are the prices that he must pay for the exchange of his pay-check.

Commodification also creates another false consciousness to workers. It makes the workers very loyal toward Mr. Ford who basically his comfort and success is chased by oppressing them. Abner and John have great respect toward Mr. Ford. They think that Mr. Ford is a good and admirable employer rather than being suspicious toward him and aware with their true situations.

John had been trained to make steel for Henry, and **also admire and reverence him. The more John did these things, the more he prospered, and the more he prospered, the more he admired and revered.** From this point of view of John and Annabelle it was most virtuous circle. The same was true of all other members of Shutt family, striving to make their way in a world which existed for and by the motor-

lords and money-lords of the Detroit area. **Abner and Milly were the most abject of serfs, having pictures of their liege cut Sunday supplements and pasted on the wall,..** (Printed in bold mine)

(Sinclair, 1999: 74)

“It’s a hell of a mess!” burst out Hank. “Am I goin’ to turn in my own brother?”

“You have to suit yourselves, Hank.”

“Sooner or later the boss is bound to find out about him; and then he says to me, **What the hell? You workin’ for both sides or what is it? You know there’s nothing the unions would like into the Ford service department.** (Printed in bold mine)

(Sinclair, 1999: 103)

The quotations prove that Mr. Ford is highly respected and admired by Abner and John. Even Abner displays Mr. Ford’s picture in his house and John prefers himself on the side of his boss rather than supporting his own brother who fights for the workers’ welfare. Mr. Ford leaves good impression toward them since he provides nice jobs to them and makes them well-salaried men. They believe that Mr. Ford is the one who can give comfortable lives to them and the source of their money and happiness. Moreover, their respect toward Mr. Ford becomes much greater after they get a promotion. Commodification prevents the workers to understand their real conditions. It makes them failed to realize the fact that Mr. Ford exploits them. They are convinced to see Mr. Ford as a hero who save them for starving and raise their social status. Consequently, the workers can not help but accept their subordinate position as working class whose lives are dominated by a powerful man. In addition, commodification is beneficial for Mr. Ford as the master. It pushes the workers to have a commitment with their work and submit all Mr. Ford’s commands and orders.

2.) Commodification in the Form of Sign-Exchange Value

Commodification is relating a person or thing not only in term of money but also in term of social status its ownership confers (Tyson, 2006:69). As the wealthiest person, Mr. Ford also structures his relation with others to get advancement socially. His relation with Bennett who was a well-known boxer is one of Mr. Ford's commodification in the term of sign value.

... to protect him and his billion dollars required an army of well-equipped and trained fighting men. Bennett became the head of Henry's "service department"-a title which could have been given only after the billion dollars had extracted all the humor from its owner heart. It was Bennett's job to organize and train the thirty –six hundred private police who guarded the gates of the plant, watched the work in every department, reported violations of many hundreds of regulations, and spies, mingles with the men, detecting grumblers and kickers, union organizers, "Red" agitators. Such work had to be done not merely in the plant but elsewhere.... and then the mayor of Detroit, to state of his own knowledge: **"Henry Ford employs some of the worst gangsters in our city."** (Printed in bold mine)

(Sinclair, 1999:83)

Mr. Ford uses his money to purchase Bennett's image. The intention of hiring Bennett is to get an exchange of Bennett's strong image for Mr. Ford's security and power. He hires Bennett to protect his family and watch the workers. With the help of Bennett, no one dare to touch and disturb him. The appearance of Bennett in the factory gives pressure to workers and create obedient of the workers. For Mr. Ford, Bennett is a weapon that can put him at the greatest advantages socially and financially.

He also commodifies his socioeconomic status to give him more stability and power. He uses his money and popularity to involve in politics. For Mr. Ford politics is like a business.

Henry went to call on Calvin, and they had a highly secret conference. **As a result of it, Calvin came out for Henry's project to buy Muschle Shoals from the government at a very low price; and in return Henry retired as a candidate for the presidency.** (Printed in bold mine)

(Sinclair, 1999: 61)

The Model T brings both fortune and popularity for Mr. Ford. Holding the power opens his chance to be a politician. His costumers have an initiative of making Mr. Ford as the president of America. Mr. Ford uses his social status and reputation to advance and acquire another social standing and power. Being a president will give him more sign-exchange value. However, Mr. Ford does not mind if he must withdraw himself in the participation of the national election. He reaches in conclusion that he prefers to get what he wants, Muschle Shoals for the sake of his automobile business rather than to be a president. Mr. Ford makes a deal with his rival indicates that he commodifies his world.

As the part of the society, Annabelle, Johnny's wife also displays the same attitude like Mr. Ford who treating everything as a commodity. Annabelle relates to her relationships with people in the term of the social status that they give to her. She socializes only with the middle-class and upper class people.

It was a hierarchy of rank based on income. **Annabelle associated with wives of her own level, carefully avoided those of lower levels, and crudely and persistently sought access to those of higher levels.** Below her were the serfs of industry, the hordes of wage-earners; above her were higher executives, and at the top the owners, the ineffable, godlike one incessantly, gleaning scraps of gossip and cherishing them like jewels. (Printed in bold mine)

(Sinclair, 1999: 73)

In this capitalist society, money is the object of people's desire. Thus, the more money people have, the greater appreciation will be received. As a daughter

of the head of Ford's department and the wife of well-salaried man make her acquires middle class lifestyle. She refuses to have any interaction with lower class people. She is afraid that being friendly with the poor will ruin her social position which she still maintains. She makes a friend only with middle class and the higher class to give her a sign of "being respectable" like them. For her, hanging out with the rich is a way to build a good connection and also rise her social status. Annabelle's attitude implies that she relates her relationship with other people in term of social status they give to her.

Commodification, the act of relating people or things in term of sign-values also develops false consciousness to people. Since people are conditioned to relate their relationship with other people is to get sign-exchange value, it influences the middle class to take the side with the wealthy and to resent the poor. Because of her commodified view of life, Annabelle has no respect with her father in-law and brother who are belong to the lower class. Commodification makes them unable to realize that actually they are on the same boat with the poor. It creates separation or damages the relation between the middle-class and the lower class. Thus, the middle and lower class can not unite against the ones who hold the power. Tyson (2006:58) claims that the function of false consciousness is to serves the interest of those in power. Commodification only gives benefit to the wealthy to maintain their domination in the society and give no way to the poor to achieve success and freedom.

Money is the ultimate goal for the society, thus commodification is believed as an acceptable attitude that allows people to take advantages over

others. With this capitalist value, the poor will never be the winner. They will be only the victim of class oppression since they have nothing to trade for. Commodification also leads people to be immoral, cruel and selfish. Mr. Ford who is kind and friendly turns to be ruthless and bad-tempered as capitalism drives people to think only about money as the most precious thing in the world and undervalue the other valuable things such as humanity, justice and brotherhood.

3. Consumerism

Besides American Dream and commodification, consumerism is also the repressive ideology that comes from the capitalist society appears in the novel. To survive, capitalism which is a free market economy depends on consumerism since the capitalists need consumers to buy the goods and products. Consumerism is an ideology that tells the self-image of an individual depends on what she or he buys and consumes (Tyson, 2006: 60). It motivates people to have great possession of goods and makes people never satisfy with what they have. People are convinced that the possession of goods is a way to build a social status and happiness.

The novel shows how as the capitalist Mr. Ford spreads the ideology of consumerism to the society and how the society is trapped in consumptive behaviors, the lifestyle of having obsessions of goods.

a. Consumerism as the Value of the Society

In capitalist society which the accumulation of wealth is the concern of the people, people measure their self-worth by the money and material possessions. Thus, people have been convinced that purchasing of goods or commodities is a good thing to do as it gives them the symbol of happiness and freedom. To show that the society in the novel believes in consumerism can be seen in this quotation below.

Alas, it was something else to spend Abner's bonus money on. **A hard thing to hold on to money in this free and easy-spending land !** (Printed in bold mine)

(Sinclair, 1999: 35)

It is said that America especially in the place where Abner lives is a free and easy-spending land which means people always have the reasons to spend their money there. To put it another way, it shows that the society has greater consumptions of goods and it proves that consumerism is already internalized in the minds of the people as well as in the mind of Abner by the society.

In addition, as a capitalist who need to sell his cars, Mr. Ford also needs to influence the minds of the people with consumerism. Using advertisements, Mr. Ford internalizes the ideology of consumerism to people in which it can give people an illusion that buying expensive things makes them feel as good as the wealthy. Thus, people will motivate and continue to purchase goods. Through media, people are conditioned to believe in consumerism.

The "New Capitalism" was blooming like sunflowers, and money was almost free. The Flivver King gave one of his rough and ready newspaper interviews, in which he said that **nowadays a young man wouldn't get rich by saving his money, but by spending it.**

“Two cars in every garage and two chickens in every pot” agreed Herbert Hoover. (Printed in bold mine)

(Sinclair, 1999: 72)

In his interviews that are published on the newspaper, Mr. Ford states that the best way to use the money is not to save it on the bank but to spend it. Moreover, in his interviews, the president of America, Herbert Hoover adds that having two cars in house and two chickens in every plate are the ideal of the standard of living in America. As two important people, what they say will be very influential to the people. From those statements shows that they encourage people to have a faith in consumerism.

b. The Consumptive Behaviors

As consumerism is the ideological force of the culture, it determines the behavior of the people. Tyson (2006:64) states that the ideology of the socioeconomic system always acts to shape the psychological experience and behavior of the individual who live in that society. As the value of the society, people can not help but approve in this ideology. Abner who is the member of the society unconsciously learns this ideology from his society and makes him interested in buying nice things and in attainment of material goods.

So Abner paid fifty dollars down, and a signed an agreement to pay ten dollars a month thereafter, with the interest at two percent a month, which was more than it sounded to be. If they didn't pay it, the car would be “repossessed” but they mean to pay it.

Here came Abner with the royal coach, and the whole family streamed out to gaze it. **This was quite certainly the proudest moment of their lives so far; their social position in the neighborhood rose immensely.** Printed in bold mine)

(Sinclair, 1999: 35)

The house had six rooms, bigger than they had aspired to; but they felt so prosperous, and they knew that the younger would grow, and the little girl could not always sleep with her parents. After agony of soul they decided to take the risk.

They paid thirty-one hundred and fifty dollars for the house, which they could have for a thousand dollars less in the Before Bonus Era. **They paid six hundred dollars down, which was practically everything they had been able to pay twenty dollars a month plus interest, which at the beginning amounted to some thirteen dollars a month additional.** (Printed in bold mine)

(Sinclair, 1999: 32)

The quotations show that Abner performs consumptive behaviors. Tyson (2006:60) says that consumerism is an ideology that tells the value of human beings lies in their ability to acquire material goods which is another cornerstone of American Dream. As an ideology, consumerism stirs the minds of people to focus on obtaining luxurious items. It is supported by Etzioni (2007:1) who states that consumption is used to satisfy basic human needs is not consumerism, consumption turns into consumerism when purchasing goods and services is aimed for addressing higher needs. Abner uses his income to buy a Ford car and a big house beyond his means.

For Abner, the possessions of expensive car and house is not for the satisfaction of basic comfort but it is a desire to have what he is told he wants and to show that he is doing well as an American. He wants to get the sign-values of the things that he buys with the intention to show that he is capable to live based on the standards of living of the society. They feel glad to own a car and house and since they give them a symbol that they accomplish better lifestyle as well as the middle and higher class people which actually he can never acquire. In this

case, Abner believes in consumerism, an ideology that says what you buy defines who you are. It encourages him for purchasing a car and big house for his family.

Consumerism is a belief that not only pushes people to own things but also inspires people to own more and greater things since it convinces people that what they have will shape the identity and social status of the people. Thus, it is the ideology of consumerism in his head that tells Abner to change his old second-hand car with a new one. It is also consumerism that influences John to get a new car for himself.

Five days in the week, rain or shine, winter or summer, Abner's flivver came chugging to the Highland Park plant; **he had a better one now, for the price was down to \$ 300, and any workingman with a job could get one on monthly payments. Johnny had a brand new one of his own, which made the Shutt a "two-car family"-a great distinction, according to the motor car ads.** (Printed in bold mine)

(Sinclair, 1999: 61)

Abner's first car is still working but he is no longer driving in that car. Instead, he wants to be up to date by buying a new car. Not long after Johnny works with Mr. Ford, without a doubt he makes up his mind to buy the newest model of Ford's car. They feel good of having two cars in the garage as what the advertisements advice to them. They believe that purchasing new cars can give them a sign of self-improvement. For them, the possessions of goods can give him new identity or sense of self. That is why they always feel insecure with what they have and keep updating their car with the newest and better one.

As an ideology, consumerism have two ideological purposes, the first it creates a natural vision which gives people an illusion that makes people can feel good about themselves by having expensive things as what the wealthy buy and

the second, it fills the coffers of the capitalists who sell things. (Tyson, 2006: 60). In other words, consumerism is a repressive ideology that effectively keeps people spending their money for something that actually they do not need and gives the advantages for the capitalist. With those functions, consumerism prevents people for seeing their true condition that actually they are oppressed by others

Consumerism successfully influences Abner and his family to continue buying the newest cars and choose to buy large house although they know that they only have little money to live. Abner buys a car for fulfilling his self-interest rather than for the utility. Consequently, his priorities are mixed up and he is oppressed economically. Abner agrees to take risk and goes deeply into debt in order to get cars and the house. Therefore, he must cut the other living costs to pay the debt plus its interest every month which is very disadvantages for him. He does not spend his money wisely which actually it is better for him having a car as long as the car can run smoothly and a house that is not too big and too expensive for his family.

They had one luxury, the family “bus”. On Sunday or holidays Abner would drive them out to visit one of his brothers’s families, or one of Milly’s sisters. For years he had figured on buying farm products cheaply and bringing home a load of each trip; but alas, so many people had a cars now the farmer had got wise, they put out stands by the roadside, and charged just about what the stores in town were charging. **But you always had the hope of finding a bargain.** (Printed in bold mine)

(Sinclair, 1999: 61)

Driving a nice car does not mean that Abner enjoys a luxurious lifestyle. Abner has a luxury car but he must struggle to find cheap vegetables. He must drive his car to the country side to get cheap vegetables which mean in reality he

does not have enough money to feed his family. Abner prefers to waste his money for a car first rather than his basic needs. This fact shows how consumerism has power to prevent people to see their real conditions by giving false illusion.

As repressive ideology, consumerism serves the interest of those in power (Tyson, 2006: 60). The one who is the most benefit when Abner or the other people spend their money for purchasing cars is Mr. Ford. The more he sells the cars, the more the money he gets.

Four hundred thousand advance orders were booked, a pig in a poke. **One the day cars released for sale, the Ford company began a five-day series of advertisements in five thousand newspapers throughout the country. Henry told that the New Model A had a standard gearshift and four-wheel brakes; also that it had “low smart lines”, and “a bit of the European touch in its coachwork and its contour.” Alas for old-time America!...**

...it was so successful that Henry had to make a millions cars in the first six months. (Printed in bold mine)

(Sinclair, 1999: 70)

By advertising his new Model A with some new modifications and improvements, Mr. Ford persuades people to update their cars with the new Model A. As the result, he successfully manages to sell a lot of Model A cars. The fact that a millions of the cars are out from the factory proves that consumerism is the part of the lifestyle of the society. With the help of this capitalist ideology, Mr. Ford's pocket is full of dollars.

Consumerism influences people to spend their money freely and carelessly on the things that in the reality they are not too necessary. It is the power of consumerism as repressive ideology that deceives people to see themselves as the ways the capitalists or bourgeoisie want them to see it which allows the powerful to remain in control (Tyson, 2006:63). With this ideology, the rich can encourage

the poor keep wasting their money for buying the products that are produced by the rich. In other words, the consumptive behaviors bring money for the rich but misery for the poor.

B. Sinclair's Ideology Concerning with the Power Structure within the Society

Considering that literature as the product of culture is the result of socioeconomic and ideological conditions, to understand literature Marxist critics must understand the historical context in which it was written. They need to be aware the ideology of its author as one who reflect the views of group of people. The goal of Marxist critics is to reveal the ideology in a literary work. They need to analyze how that ideology supports or undermines the socioeconomic system in which that work enacts (Tyson, 2006:66). Based on the previous analysis, from the social and class relations that are formed shows that Sinclair is on the side of the proletariat. His sympathy toward the proletariat can be noticed in three ways.

1. Presenting the Evils of Capitalism

Sinclair's novel criticizes American capitalist culture and ideologies by illustrating the harsh social realities of living in that culture and revealing the harmful effects of capitalist ideologies. After analyzing the operations of the repressive ideologies represented in the novel, Sinclair wants the readers to reject the socioeconomic ideologies; American Dream, commodification, and consumerism that are approved by the people in which legitimize them. All the

ideologies operate to justify the flawed capitalist system that involved maintaining the power of a few by the repression of the many. Since people have been internalized these capitalist ideologies, most of the members of the society are convinced that it is natural for them to pursue individual interest. The ideologies are used by the ruling class to prevent the poor from understanding their powerless position and rebelling against the ruling class who oppress them. To show his support toward the proletariat, Sinclair gives the readers the illustrations of the false consciousness of the workers who accept the capitalist ideologies and the injustice suffered under the socio-economic system, capitalism.

The ideologies of socio-economic system influence how the people perceive themselves and shape people's behavior (Sinclair, 2006:64). As the capitalist ideologies, American Dream, commodification and consumerism inspire people to focus on money and social status. Because of the ideologies, all members of the society have tremendous desire for financial prosperity. However, the bank account of the bourgeoisie, Mr. Ford is not endangered by the capitalist ideologies. Mr. Ford is getting rich and richer because of the ideologies. He can remain to stay in his comfortable position. He uses his money to build a large factory, to produce more cars, buy the labor to give him great advantages and profit. He can also sell millions of cars and enjoy an elegant lifestyle. As a billionaire, Mr. Ford lives in a big mansion, rides the most expensive car, and travels around the world. In other words, the ideologies are a big help for the capitalists to secure their social and economic power.

However, the proletariat, Shutt family and other Ford's workers suffer the most damage from those ideologies. The proletariat are oppressed effectively by those ideologies. The capitalist ideologies that shape the attitude of people to climb to the highest financial achievement keep the proletariat for living in miserable economic conditions and heavy social pressures. To meet the standard of the society, Abner and other Ford's workers who have only their labor to sell have no choice but work for Ford Company. However, their determination and spirit for achieving financial freedom are used by Mr. Ford to give him great productivity in the factory and to give him a large sum of money. The proletariat must compete for jobs and social mobility one another. They also willingly work hard for low wages, deal with tiring jobs and cruel treatments in factory and urge to shop expensive things. As the result, they have limited opportunities in many aspects of lives. As the working class, Abner has a limited amount of money for food, healthy care, and housing. He can not afford to buy medicine for his wife. Daisy, tries desperately to keep for having baby and has two abortions because he have no confidence and money for raising her child. They also need to give up their house and move to the smallest one. All these poor conditions happen when Mr. Ford cuts their wages and dismisses them from factory.

Sinclair plainly shows the readers the fact that the need of the capitalist to secure his power by oppressing the workers. The workers are trying hard to escape from poverty but they are failed because they are ruthlessly victimized by the capitalist greed. In other words, the capitalist ideologies play negative roles in

the proletariat's lives because they prevent people from seeing the unfair system and serve only for the benefits of the bourgeoisie.

In addition, the capitalist ideologies also force Hank to involve in illegal business like selling liquor and becoming a spy because he wants to achieve prosperity instantly. As the consequence, he must be very disobedient toward his master, he must sacrifice his personal safety and he also must receive hatred from his family. In this case, the ideologies that influence people to accumulate great wealth prevent the poor from understanding their real circumstances and for uniting with other poor people to change the system. They also keep the acceptance of the poor with their unfavorable and powerless situation.

By presenting the readers the pictures of the sharp comparison between Mr. Ford and the worker's lifestyle and situation, Sinclair purposely wants to show that the proletariat's lives are fully controlled by bourgeoisie who run the system and they are most affected by the system. The depictions of the oppressive situations of the proletariat due to the socio-economic system can be a powerful way to gain the readers' sympathy toward the proletariat and to invite the readers to condemn capitalism.

2. Showing Positive Images of the Proletariat

Another Sinclair's strategy to show his sympathy toward the proletariat is in his positive characterizations of the proletariat characters. He depicts some of the major proletariat characters with the images that operate against the stereotypes of the proletariat. The negative stereotypes that commonly associated

with the proletariat in the capitalist culture are shiftless, unintelligent, irresponsible and rude (Tyson, 2006:59).

The proletariat characters in the novel are given admirable personal traits. As the representation of the proletariat, Abner is portrayed as a kind, religious and hardworking man who shows great responsibility as a husband, father and worker. Abner works hard as harder than the middle and higher class people. He spends almost all his productive ages to work faithfully and diligently for Ford Company and often takes several jobs to support his family.

Sinclair also invites readers to sympathize with other working class characters. John and Daisy are also given positive qualities. They are well-educated, skilled, hardworking, and attentive. John has great skilled in machinery. He is one of the great students in Ford school and a well-trained worker. John's sister, Daisy is depicted as an independent woman who works very hard to pay her college fees. She can also achieve her dream to be a secretary.

The story also portrays the youngest son, Tommy and his wife, Dell in a way that makes the readers easy to like them. They are two young graduated college students who have free minds and have courage to choose their own path. They are smart, brave, and diligent. They are also labor organizers who willingly risk their own lives.

All of them as the proletariat characters live in the land and culture where their lives are controlled by money. They have tried the best for their lives but sadly they become only the victims of society. They are not shiftless and lazy but a success is still far from their reach.

On the other hand, the bourgeoisie character, Mr. Ford is seen to be aware with his socio-economic power. He is also portrayed with a dynamic character. At first, Mr. Ford is a kind, friendly, high-skilled, and hard-working man but in the middle of the story, he turns to be a selfish, arrogant, isolated, bad-tempered man after he gains his fortune and becomes a billionaire. Knowing these facts, the readers may feel sorry for the proletariat and may dislike Mr. Ford who is the most successful product of the culture. Thus, the novel invites the readers to blame and angry at the system which is capitalism.

3. Displaying Anti-capitalist Behaviors

Sinclair's support for the proletariat can be seen in the ways how the social conflicts are resolved. Because of the repressive economic system, the working class characters finally display anti-capitalism behaviors. The oppressions and harsh situations inspire the class consciousness, the condition in which the poor are aware with the injustice and their powerless position.

The story displays scenes when Abner and Tommy understand his miserable condition and how they try to change their situations. Abner recognizes their unfavorable situations after he lost his job in the factory. When Abner walks desperately to find a job, he meets a group of Ford's ex-workers who are making protest and telling their demands in front of the gate of Ford plant. Then, he joins them because he realizes that he has the same story and fate with them. To solve this problem, Mr. Ford asks his service men to block and shot them. As the result, some of the workers die, injury and stop in hospital.

In the end of the story, Tommy also displays anti-capitalist behaviors. Tommy is displayed as an active labor organizer who influences the workers to fight against their master. What he learnt from his college triggers him to involve in a worker union organization. He often does his job as a labor organizer carefully and secretly. However, one day after he returns from a secret meeting with other members, Tom is chased and badly beaten by Ford's service men. Meanwhile, in the other place, Mr. Ford enjoys a lavish dinner party with his old-families and distinguished guests in a big and luxury mansion. Mr. Ford always uses violence to handle and calm those who rebel against him.

Even the winner of the social conflicts in the story is Mr. Ford, those two incidents that show the helplessness of the proletariat against their master, Mr. Ford can convince the readers to be more sympathetic and to feel sorry toward the proletariat. The readers can see how in this repressive system, the rich, Mr. Ford is very powerful and privileged. In the opposite, the poor are powerless and oppressed. Sinclair displays the virtues of anti-capitalist attitudes that can be a positive idea for the readers to follow. Abner and Tom who participate and join a union worker can inspire the poor to work against their victimization. The only way for the proletariat to free themselves from the oppressive bourgeoisie is by uniting with others. Thus, the novel can remind the readers the importance of unity for the working class and the importance of struggle for better society and future which signifies the ideology of socialism. By presenting a model of social action in which men fight for equality, it can be implied that Sinclair who was a

proletariat and socialist wants to introduce his ideology, socialism to the readers. He supports the proletariat to be aware of the social ill and the way how to end it.

In addition, the biography of Sinclair presented in the chapter two tells that Sinclair came from a poor family who struggle to survive in the capitalist society, America. He was also an activist, politician with strong socialism in his mind and an investigative journalist who often collected facts about the lives of working class. His life experiences around the proletariat circle and his strong belief in socialism inevitably bring heavy influence in his writings. He always used his personal experiences are the sources of inspirations for all his writings without no exception, *The Flivver King: A Story of Ford-America*. For marxist critics, literature is a product of the men thrown into struggle by the specific contradictions of the given formation (Slaughter, 1980:23). Therefore, it can be justified that the novel is the product of an individual who reflects the views of the proletariat class considering the fact that Sinclair himself was a member of proletariat class and socialist. It is natural for him to be sympathetic toward the proletariat. With the three operations above and Sinclair's background information, it can be ensured that Sinclair's ideology is on the side of the proletariat. Sinclair tries to invite the readers to reject capitalism and encourages them to resist the oppressive socioeconomic system. The novel is a sharp critique of American capitalist culture which can be effective means of convincing the readers to change the system and replace it with the better one or into a classless society.

CHAPTER V CONCLUSION

Based on the findings and discussion in the previous chapter, the conclusions can be drawn related to the objectives of the research that have been stated in Chapter I. The conclusions are formulated as follows.

1. There are three repressive ideologies of the ruling class approved by the society which bring them into unfavorable social and economic conditions. The ideologies are transmitted to the minds of the society through family, media and institution.

a. American Dream

It operates to encourage people to get rich and to blur the reality. It inspires Abner and other people to always work hard in doing their jobs, to use their money to make more money, and to get rich quickly. As repressive ideology, American Dream also prevents Abner for seeing the imbalance power and for uniting together with other workers to change the system.

b. Commodification

The novel illustrates both commodification in the form of exchange and sign-value. The acts of commodification in the form exchange value can be seen in the relationship between Mr. Ford and his workers. Mr. Ford commodifies his workers by speeding up the belt, providing dangerous workplace, firing his workers and cutting the wages in order to get maximal profits. Commodification creates false consciousness to workers. It keeps the workers perceiving that their relation is right and fine, keep them believing that Mr. Ford is a good master rather than an oppressor, and keeps them being loyal

toward Mr. Ford. The acts of commodification in term of sign-exchange value are displayed by Mr. Ford and Annabelle. Mr. Ford hires Bannett to get his powerful image and Annabelle associates only with the middle class people to maintain her reputation. As a capitalist value, commodification damages the relation between people and blinds the middle class people to side with the wealthy against the poor.

c. Consumerism

It influences people to have interest in buying nice and expensive things beyond their basic needs and it helps the capitalists to sell their products well. It encourages Abner and Johnny to continually buy the newest cars. Consumerism makes the proletariat oppressed economically. Shut family owns a large debt to buy cars and only has small amount of money to cover other needs but Mr. Ford who sells cars becomes richer.

2. Sinclair's ideology concerning with the power structure within the society is on the side of the proletariat. Sinclair's support toward the proletariat can be seen through the illustrations of the false consciousness of the workers who unconsciously approve the socioeconomic ideologies, the positive portrayals of working class that work against their stereotypes and the depictions of anti-capitalist attitudes. No wonder, Sinclair tries to invite reader to be sympathetic toward the proletariat because Sinclair himself was a proletariat and a socialist. Thus, the novel is told in his perspective as the member of proletariat class. Through the novel, Sinclair purposely wants readers to blame the system and encourages them to reject capitalism.

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APPENDIX I

The Plot Summary of *The Flivver King: A Story of Ford America*

The story sets mostly in Detroit city, Michigan in 1890s-1900s. The little Abner Shutt tells his poor parents that one of their neighbors, a twenty-eight man named Henry Ford is going to make a wagon with an engine. Although Ford's idea seems ridiculous to the people in the neighborhood, many of them including Abner show their curiosity by watching and helping Ford who is working on his creation in his small shed on Bagley Street. Some years later, by doing many experiments with his amazing skills on machinery Mr. Ford can finally introduce his baggy carriage to the public by joining in a bicycle race. As Ford succeeds in convincing people with his new vehicle that can offer great speed, he has confidence and an idea to start an automobile business.

The year is 1903. Mr. Ford starts his automobile business by making a deal with the Dodge brothers and some of his friends. With \$28,000 in cash, all of them agree to build an automobile company called "Ford Motor Company". Abner who knows about Mr. Ford's business has an initiative to ask him a job since he sees no bright future in the Tool Company. Then, Abner works as a spindle-nut screwer in Ford company. With his new security in his life by joining Ford's company and getting paid regularly, Abner has the courage to marry Milly Crock. Less than a year, their first child, John Crock, is born.

The first product of the company is the Model A which can give a lot of profits to Mr. Ford. He can sell 1708 units of the Model A in a year. One year later, Mr. Ford reduces the price of the Model A and produces many new models of cars which can be bought under \$1000. In the second year, the sales drop significantly but Mr. Ford insists on reducing the prices of the cars. All his partners disagree with Mr. Ford's idea and give up with the company. Then, Mr. Ford buys all the stocks of the company. After two years, the sales keep showing impressive results which make Mr. Ford get his fortune. Since business develops well, Abner who works faithfully gets a better position in the factory. He becomes a sub-foreman of spindle-nut screwing and lives in a good life. To meet the productions of cars, Abner needs to work faster and harder. Consequently, he often feels very exhausted after doing various tasks in the factory which is unhealthy and dangerous.

The time flashes forward to 1908, Mr. Ford only focuses on making a single cheap car. He no longer produces various models of cars but the Model T which is only available in black. Having a cheap price and meeting the expectation of the people, the Model T becomes very popular. Every body rides on the Flivver on the road. Mr. Ford makes a big profit from selling the cars and uses some of the profits to buy a large piece of land at Highland Park for building his giant factory.

Five years later after declaring that he will produce the Model T cars, Mr. Ford makes a revolution to make the workers work effectively and quickly in the factory. He applies an assembly-line in his factory, a machine that can help to produce a large numbers of cars in a short time. The new machine cuts the time of car productions drastically since the work is cut into twenty-nine operations. Mr. Ford keeps increasing the speed of the assembly-line to fulfill the production which turns out a thousand of cars a day and the workers must work faster and faster.

The next year, Mr. Ford announces that he wants to share his profit to his workers about 10 millions dollars a year. Thus, the workers receive about 5 dollars a day and get the bonus every two week. Actually, the bonus is not to all all workers but only to those who are “qualified” according Henry’s social department. The idea of sharing bonus makes him get a better reputation but at the same time it makes all the prices of things increase. Abner is one of the luckiest workers who can receive an extra check from Mr. Ford. Earning enough money, Abner decide to take his family to a new house from his rented house to He buys a house with 6 rooms around thirty-one hundred and fifty dollars in an installment plan.

Giving a hand to the British in the World War I is a right decision for Mr. Ford. He continues to prosper as he supplies and sells a million of cars and various war equipments for the British Empire during the war time. As the result, Mr. Ford can buy a large piece of land in Rouge River and can expand his business. He also lives in luxury with his wife and son, Edsel who is now twenty five years old. Meanwhile, Abner continues to get a good salary and uses it for paying the debt on the purchase of a used Model T car.

Several years after the World War 1 was over, there is a panic in Wall Street that makes the sales of Ford’s cars drop significantly. As the result, Mr. Ford must lower the price of his cars and sells them in a very cheap price, below the cost of production. He also finds out the news that the bankers has a plan to investigate his company funds. However, he keeps making cars by taking the money from all Ford dealers. Then, Mr. Ford decides to do “reorganization” in his plant which makes Abner discharged from his job. After a long waiting, Abner finally gets a message from Ford’s Company that he can come back to work again. This time, Abner hold more heavy responsibilities. Now, he must watch carefully the works of twenty men. However, Mr. Ford still keeps firing many of his workers since he wants to make the production of cars effective using assembly line. With his profit, Mr. Ford buys a weekly newspaper company called “Dearborn Independent” to advertise his cars and to publish some articles that support all his ideas.

Now American Industry reaches its peak. The mass production and the low prices of cars make Mr. Ford never tired of making cars. In his plant, he has more than two hundred thousands men as his subordinates and develops many different industries. In this happy time, Abner who is a father of four children

buys a new Ford car for his family. Johnny, the oldest has finished his training in Ford's school and with his amazing skill, he gets a job in Ford company as a welder with a monthly salary. Hank, the second son is trouble maker who works as a bootlegger. Daisy, the only daughter does a part-time job and studies at Business College. She has a dream to be a secretary. Meanwhile, the youngest Tommy gets a scholarship and enters the college because of his good football skill.

Abner who has been working in Ford Company for twenty years now is back in his former position as spindle-nut screwer. Unfortunately, he is then fired from his job by his sub-foreman for being accused of breaking the rules. His sub-foreman thinks that Abner wants to steal his position.

After eighteen years making Model T car, Mr. Ford refuses to update the model of his cars. Since he can not meet the customers' demands for new fresh car designs and Ford's rival gives all that people want, the sales of Ford's cars declines gradually. As a consequence, he reduces the productions of the cars and decides to dismiss some of his workers. Abner who is discharged from Ford Company tries to find and do many new jobs to keep his family alive but John is still employed in Ford Company. By now Highland Park can only make new parts for the old cars. Then, Mr. Ford builds a new bigger plant at River Rouge to produce his new cars by modifying the bodies of his old Model T cars.. To win the hearts of people, Mr. Ford provides the new car with several choices of dark colors. They are available in dark Arabian, Gun Metal blue, Niagara blue, and Dawn grey. With the new color designs and the help of a series of advertisements, Mr. Ford produces more than a million cars in the first six months to meet the demands.

A good time that comes to Ford Company brings a change in Shutt's family. Abner is back to his former job in Ford Company as a spindle-nut screwer. John gets a better life and buys an expensive second-floor house for staying with his wife, Annabelle and his children. Meanwhile, Daisy gets a job as a clerk in a company which makes cushions for Ford Company. On the other hand, Hank makes big money through working as a bootlegger but unfortunately, he must spend some time in jail for doing the job. The youngest, Tommy who shows an interest in sport becomes one of the best football players in his high school.

Another panic hits American Business which makes the sales fall off, the values of stocks decline and the banks crash. Banks in Detroit are closed since all people try to draw their money for living. There are thousands of families that face the same situation as the Shutt family. They become unemployed and try to get extra money in that difficult time. The Great Depression makes Daisy who is just married with a bookkeeper must leave her job. The rich John must move to a disgusting neighborhood since his skill is no longer used by Ford Company. In the winter of this depression, the old Tom, Abner's father who has devoted almost all his old ages for working as a Ford's night-watching man, dies because of his rheumatics.

Now, Mr. Ford is seventy years old. He is the richest man who owns billions of dollars, wonderful machines of productions, and thousands of workers. He lives in a big house with a private park. Whenever he goes, he is followed by his guards. He also hires a popular boxing star, Harry Bennett, to be the head of his service department and his bodyguard. At the time, Hanks who leave the liquor company, gets a job in Ford Company as a spy.

In a cloudy day, walking along the streets to find a job, Abner meets a group of men who are the ex-workers of Ford Company walking together to make a protest and tell their demands. Having the same feeling and situation as those men, Abner decides to join the march. In order to stop the protest, the police and Ford's men block them, throwing bombs filled tear vomit gas and shooting them with guns. As the result, fifty men of the ex-workers get injuries, four men are killed. Abner goes home with a lot of thought. He does not believe what he has seen especially the fact that his son Hank, is one of Ford's men who is helping to defend Mr. Ford in the bloody event.

Finding no job, Daisy advices his father to write a letter to Ford's wife for asking a job and he gets a job in Ford's company again. The year is 1934. The Great Depression is over. Everything slowly becomes normal, even people have money again to replace their old cars with the new ones. Ford is still confident of making cars. Tommy graduates from his college and his oldest brother, John can manage himself again as a high salary man at Ford company. After finishing his study, Tommy decides to be a Ford worker which makes his sister and brother feel unhappy. Daisy expects Tom, who gets a good education have a respectable job rather than being a worker in Ford's plant. Hank is afraid that Tommy who is also a member of the worker union will get troubles when he joins the company since Hank has a job for spying and catching agitators. One day, Tommy breaks one of company rules. He comes very late to the factory and his boss tells him to leaves his work. Then, he focuses on doing his job as a labor organizer.

Tommy marries Dell Brace who is his college friend and also an active labor organizer. They usually do their dangerous jobs together secretly. On the same night when Mr. Ford is invited in a dinner party, Tommy and Dell comes in a secret meeting which is held in the darkness with many Ford workers. Tommy encourages all the workers to unite to fight against his boss. Unfortunately, on the way to go home, Tom and Dell into trouble as their car can no run well and they must pull the car up. Tommy and Dell who have been suspiciously as labor organizers are approached by five Ford's men. They suddenly hit and kick Tommy brutally. The men also beat Dell which makes her faint. Coming to her sense, Dell screams and cries because she sees that Tom is unconscious and badly injured.

APPENDIX II

THE DATA

A. The Repressive Ideologies of the Ruling Class Approved by the Society Which Bring Them into Unfavorable Social and Economic Conditions

No	Categories	Sub categories	Quotation	Page	Explanation
1.	American Dream	The values of American Dream	They were poor, but far from hopeless; not only had they the certainty of blessed state in the hereafter, but the children were all going to school, and the family shared the faith of all American families, that the young ones would rise in the world. America was the land of opportunity, and wonderful things were happening everyday. The poorest boy had the right to become president; and beside this grand prize were innumerable smaller ones, senators, governors, judges, and all the kings, lords, and lesser nobility of industry. Life in this land was a sort of perpetual lottery; every mother who bore a child, even in dingy slum, was putting her hand into a grab-bag, and might draw out a dazzling jewel.	5	It shows how all America families includes Shutt family believe in America Dream which asks people to follow the idea that America as the land of opportunity means that all American people have the same right and chance to catch their dreams as successful person.
			Even toil-battered Tom Shutt knew this. He had a newspaper delivered to his home every Sunday	5	It shows how the newspaper or media becomes an effective

			<p>morning, and after he came back from church and had his dinner, he read it until he fell asleep. In this paper he saw pictures of fashionable ladies and fabulously rich and successful men. The papers told how these men had risen from a state of poverty like his own, and that they had done it by producing useful things which had raised the standards of life in America until they were in the highest in the world.</p>		<p>device to spread the ideology of American Dream, by presenting the pictures of successful men the newspaper teaches people to believe that poor people have opportunity to be a rich person.</p>
			<p>Such was the boy's life for the next two or three years. He never back to school, but run errands and did odd jobs whenever he could find them ... He was taught his father's faith in his country and its institutions, and in spite of all poverty and tribulations he kept that faith all his life. All nations had hard times, the newspaper assured him; it was a law of nature and there was no way to escape it. But now prosperity was coming back, and America reminded the greatest country in the world, and the richest; if you worked hard, and lived a sober and God-fearing life, success was bound to come to you.</p>	9	<p>It shows how Abner keeps in his mind about American Dream, by hardworking people can achieve successful lives which has been taught by family, government and institutions.</p>
			<p>He was twenty four years of age, and not too sturdy; he had been working at his hard job with the tool company for three years, and had made up his mind that he had no future there. His foreman was the sort of fellow who promoted his own friends and those who flattered him and gave him presents. Abner</p>	12	<p>It shows how school and newspaper have contribution in reinforcing American Dream to American people. It makes Abner believe that hard working is the key to a bright</p>

			didn't understand the arts of advancing himself- having been taught in Sunday school and in the newspaper that the way to get on was to work hard and faithfully.		future.
			Everybody who had known Henry in those days did the same figuring. Millions of America did it, for no better reason that they lived in Detroit, or had owned one of the early Fords, or had expressed belief in the future of the motor-car. It was the glamour to people's lives, relieving the drabness of the work-a-day world. Business was like a marriage, a lottery. The fact that such prizes were being drawn lent a thrill to being alive. Millions of men and women read the stories of the Ford fortune, the Dodge fortune, the Couzens fortune, and brought themselves to a state of mind where they were ready to gamble on whatever came along.	50	It shows that there is American dream in the minds of all American people. Since they witness some successful businesses in which men can achieve enormous wealth. They wholeheartedly believe in the ideology of American Dream.
			That was cheap enough happiness for the poorest starved souls. Daisy would devour these magazines in her spare hours, and would read them aloud to his mother. There were always "romances", and invariably they dealt with rich and happy and successful people-at least they were that the end of the story, which made it different from real life, and explained why poor people and lonely and unsuccessful people paid pennies for them. In these stories poor girls who studied hard and	91	It shows how magazines take a part in shaping people's consciousness to believe in American Dream by feeding its readers love stories between rich and poor people.

			became stenographers did really marry the boss, and not just some bookkeeper on part time. Girls in lodging houses married rich miners or men with hearts of gold who soon afterwards struck oil. Handsome but poor boys would stop a runaway horse and so meet and marry the greatest heiresses; or perhaps they would save the life of a “magnate”, and be invited in his house.		
		The operation of American Dream; to keep the society behave according what American Dream told	It was 1892, and all that year he had spent his spare time and money on his invention. He had started work on a machinist with the electric company at forty –five dollars a month, but he wasn’t quite as poor as that, for his father was a farmer, and had given him forty acres of land on which he had built a sawmill. He had worked hard all his life, and learned all he could find out about machinery.	6	American people live in the society, which they have the ambition to succeed as what told by America Dream, the ideology of the society. Born as a rich family, Mr. Ford is advantageous since he can get enough confidence to work on his creation to win in the capitalist culture.
			He never went back to school, but ran errands and did odd jobs whenever he could find them. When at last business picked up, the older boys got to work in the car- factory; the father, whose hair was turning grey, was glad to get a berth as a night-watchman. Abner drove a delivery wagon for a while, the he got work in a factory shed, putting crates together. He managed to keep alive and to grow up, though he was never as strong as his father.	9	It shows that since his young age, Abner worked hard to manage his life. He learn from his father that hardworking can bring him into the state of success which is actually the value of America Dream.
			Business was booming-everybody was getting	13	Abner wants to advance his life

			<p>rich, it seemed to Abner Shut except Abner himself.</p> <p>Such were the impulses driving in the young working man, as he rode his bicycle home from the races. I've got to better myself!" he was saying over and over; and added "I'll go and see Mr. Ford". He thought it wiser no to mention this bright idea to his two companions.</p>		<p>by working with Mr. Ford. He wants to be rich like others since the dominant ideology of the society, America Dream influence its people to do so.</p>
			<p>"Not so very good Mr. Ford, I got a job with Perfection tool, and I work as hard as feller can, but I don't get promoted, ain't got no future there. I know this business o' yourn is goin' to grow, Mr. Ford, and I'd like a whole lot to work for you."</p>	14	<p>Before working with Mr. Ford. Abner always works well and hard in Tool company with the real intention to get a good position in the company. It means Abner behaves as what America Dream told him.</p>
			<p>Since Abner had many times taken off and put on the wheels of his bike, he learned this jobs quickly, and when his enthusiasm he had shown how fast he could do it, that became the norm, and if ever he fell behind, there would be dark looks and stern questions.</p>	15	<p>It shows that Abner has great enthusiasm in his work, and the company asked all the workers to have that kind of attitude.</p>
			<p>It was his doctrine that no man who wanted to succeed in business should ever let it out his mind; and he had practiced this half a lifetime before he began to preach it.</p> <p>In the first years of the sales of the Ford Motor Company brought them a million and a half dollars, nearly one-fourth of which was profit.</p>	16	<p>It shows Mr. Ford's attempts to advance his company and life.</p>

			From then on, all his life, Henry Ford had all the money he needed to carry out his ideas. He took care of his money, and use it for that purpose.		
			While, these issues were decided, Abner Shutt was laboring faithfully in the plant; . . . All these various operations Abner performed faithfully, hustling out to shed to get a couple more wheels, bending his back over screwing operations, and applying his mind to make sure that he did not put a nut with right-hand thread upon an axle with left hand thread.	17	It shows that Abner is very loyal to the company. He is careful and attentive to details in doing his job in the plant..
			“ I been workin’ for you three years now Mr. Ford, an’ never missed a day exceptin’ that time when I got married. I told you to count on me, an’ you said if I was faithfully an’ worked hard, I’d better myself. That’s what I want to ast you, Mr. Ford- Abner rushed on breathlessly, for this was his real message, the part that filled him with terror-...	18	It shows that Abner is a faithful and discipline worker. He comes to the factory almost everyday. He has been told by Mr. Ford if he gives his best service, he will get a good position in the plant.
			All this was beginning there at Highland Park. He was building his own power plant, his own steel plant, his own forges. Presently, he would have his own iron-mines, coals-mines, ships, railroads. It would be a gigantic empire, spreading over the whole earth; and Henry would be the founder of it, the master of it; his spirit would rule it, his wisdom and his common sense. The last was the phrase that he preferred. “I am common sense” said the soul of Henry Ford.	23	It shows how Ford develops and enlarges his automobile business.

			The doctor gave him medicine, which may have helped his body, but surely did not help his mind. It was eight years now that he had never missed a day in his service to Henry Ford, and dread possessed his soul.	24	It shows Abner's dedication and loyalty to Ford company.
			He had had developed fifty-three different industries, beginning alphabetically with aeroplanes and ending with wood-distillation. He brought a broken-down railroad and made it pay, he bought coal-mines and treble their production.	61	It shows how Ford continues to expand his business
			Johnny, ever serious and hardworking, had finished school and gone to work as a welder, a skilled job with paid him eight seventy-five a day. In less than a year he had become a sub foreman, and was raised to nine fifty. That was what training did for you.	61	It shows that Johnny is a hard-working man.
			Tommy, the youngest, was in high school, and he too had discovered one of the trails leading to the heights. He was fleet of foot and quick eyes, the football team, and had done well as a quarter-back on the football team. It have been reveal to him that there were old graduates of the school who were interested in its success, and put up a little money for sweaters and travelling expenses, so that the sons of poor parents might pursue athletic careers.	62	Although he is still young, Tommy has desire to climb higher social status. He wants to be a football player to escape from poverty
			Daisy had worked for a while in "five and ten", and saved her money, and was now studying at a	62	Daisy is just like other people in the society who want to get rich.

			<p>business collage learning the things that a secretary needs... Her eyes were fixed upon the higher regions, where in airy and elegant offices a stenographer make acquaintance of white collar workers or high-salaried executives. The Shutt, an American Family, had no desire to whatsoever to remain in the working-class, but meant to leave the hard and sweaty work of the world to those called “hunkies” and “wops”.</p>		<p>She works and studies hard to become a secretary and hopefully meets a rich man to get a better social status.</p>
			<p>Right across a narrow river from Detroit lay a free country, well stocked with Canadian whiskey and West Indian rums and French wines; the business of ferrying these products across the river at night was a lucrative one, and the job of moving them into interior and hiding them before dawn, called for quick-witted young fellows who know to handle a truck, and also an automatic or sawed-off shotgun in emergency. . . Hank’s work was done while Abner was sleeping the sleep of worker on the “belt”, a sound one . . . , if you had the cash you could buy anything or anybody. And Hank was out to “get his”. He boasted to that he was doing so, but it was a precarious kind of success, and his sister had more pity for him than trust. Was it squint in his eyes which had given him a sense of inferior, and caused him to expect opposition?</p>	62	<p>It shows how Hank wants to manage his life by doing an illegal job as a bootlegger.</p>
.			<p>Abner Shutt, patient and spavined old nag of industry, trotted back and forth in his treadmill,</p>	68	<p>It shows how Abner performs faithful service for the company.</p>

			never daring to lift his eyes for one moment during eight hours, expect for the exactly measured fifteen minutes when the “ptomaine wagon” come along, selling fifteen-cent lunches for those who hadn’t brought their own. Abner did his work and held his tongue; he remembered the copy-book maxims about merit and faithfulness, and his life time devotion warred against the everyday facts about him, the bitter sneers he heard from the men-always under their breaths,		
			Daisy too, was on the way to achieve her heart’s desire. She had obtained a position in the office of a concern which made cushions for Ford cars. She was getting twenty-three fifty a week, and she learned her job, and made her employer’s interests her own according to the best copy-book.	71	It shows how Daisy works very well for the company.
			John Crock Shutt had become a specialist in “resistance welding” in the enormous too-shop of the River Rough plant. This was a new ad quite marvelous process which made various automobile parts into solid piece of steel. John was all wrapped up in details of it, and during working hours thought of nothing else; during his other hours he liked to talked about it, or to read technical papers about steel. They were making new kinds every day, and the more you knew, the higher your salary would rise.	73	It shows that John is a hard worker
			That was true of Henry Ford Shutt, a sort of outlaw, a	74	No longer working as a driver in

			<p>Robin Hood hiding in Sherwood Forest. Hank, with his twisted mind and jeered at all the great ones, and insisted that they were crooks and grafters like himself. But even so, did he not take dangerous journeys by night so that they might have liquor for their cocktail parties? Had he not risked his life more than once to defend their property? Henry Ford did not drink liquor in his home; but most of his executives did, and Henry himself had need of other services, which Hank was finding out about. It would not be long before he too would delight his old father's heart by coming under the banner of the Flivver King.</p>		<p>liquor company, Hank willingly works for Ford as a spy to get higher salary.</p>
			<p>Such things do not seem much to outsiders, but they are what break the spirit of poor people who always earned what they spent and kept themselves "respectable". Abner had come now to the point where he had to forget that his second son was a bootlegger and gangster, and let Milly take gratefully whatever money Hank brought.</p>	78	<p>It shows Hank chooses a quick and dangerous way to manage his life. He works as bootlegger and spy to make him rich</p>
			<p>...Let them get something out of their bootlegger and gangster. Annabelle knew all about Hank, because he had been arrested again and had got his picture in the paper. It was something about an election charge –he had been intimidating voters, it was said. Oddly enough, he had been working for a candidate who had the support of Henry Ford. And was said to have the company's financial backing.</p>	79	<p>Hank picks wrong paths to survive in the society. Once, he works as a bootlegger and Ford's spy which give him a lot money.</p>

			... the job of Henry Ford Shutt became much like ordinary truck-driving, and the pay was reduce accordingly. But it happened that Hank's employer had a bother who was a top man in the Ford "secret section", and asked Hank to get him the "lowdown" on a group of bootleggers who reported meddling in politics in the town of Dearborn, the pocket borough of Ford's. The information which Hank brought was so useful that for a while he had double job with a double pay; a sort of spy on spies, . .	84	Hank does not really care that he puts risks to himself as long as he got well-paid
			Tom's didn't want to give any sort of offense to anybody, he was diligent, and as mild as a lamb; did what his told, and studied regulations as he had formerly studied the relation of wages to profits in his working class.	99	It shows that as a Ford worker, Tommy is diligent and loyal
			Hank had gone and made himself respectable- don't think that he hadn't felt it being an outlaw, don't think that he hadn't known it when the members of his family were looking down on him, ashamed to mention his name even they were obliged to take his money.	102	America Dream encourages people to be successfull. In order to make himself respectable, Hank is willing to do illegal jobs
		The operation of American Dream; American Dream blurs the reality	Most of these men were like Abner, proud of their employer and his success; but a few were jealous, they were natural born kickers, and had the idea that Henry's prosperity had come out of their hides. As if they could planned all this business! Said Abner. As if they would know what kind of car to build!	24	It shows how Abner and other workers dream to be a rich man like Henry Ford.

			<p>... a high price, and making it nearly hard for the Shutt family as if there hadn't been any bonus. As time when on this cruel lesson was taught to them over and over. Milly most careful of shoppers, took to keeping her family hungry and wore out her own tired legs, trying to find a store where she could buy food at the price she had got used to in the old, Before Bonus era. There just was no such store, and the dealers hastened to explain that their own rents had gone up and also wages. Who would work in Highland Park for old wages, when he too had to pay higher rents and higher prices for food? There was something wrong with the world !</p>	31	<p>America dream tells a lie for the working class. Even Abner works very hard for Ford's company he still has worries about money. His wage is not enough to support the family. However, Abner still does not completely understand the true situation that happens to them.</p>
			<p>They went back in their memories to that day when they had gone together, Abner a little boy, to watch Mr. Ford trying out his steering-rudder in front of Bagley Street shed. It had become the proudest memory of their lives, the one they talked about most frequently to everybody knew. If only they had realized the future locked up in the baby carriage with an engine; if only they had hitched their wagon to Henry Ford's car! They figured up how much money they had had in the savings bank in those days; if they had invested it in the stock of Ford Motor Company, how much they would have now.</p>	49	<p>It shows how Abner believes in American Dream. By dreaming the victory of Ford in automobile business means he also dreams to be a successful person which is the core value of America Dream</p>
			<p>Twenty-two years now Abner had been working</p>	66	<p>It shows how Abner keeps</p>

			<p>for Henry, and how many times he had been told, in Henry owns magazine, and also in “Saturday Evening Post” articles quoted in the newspaper, the merit and faithful service never went unrewarded in the Ford shops ! Abner had been a sub-foreman years ago, he had proved that he could do the work? Was it natural for him to dream that he might some day get back to his former status?</p>		<p>believing the value of hardworking. He devotes his life to Mr. Ford and always work hard in the factory. He has a hope that he can get his former position. He does not realize that his life is actually controlled by Mr. Ford.</p>
			<p>Alas, Abner was breaking one of the strictest rules of the military discipline which governs these modern armies of production. He earned the furious resentment of his sub-foreman, who thought Abner has been trying to get his job-whereas Abner hadn’t thought of that , it was some other sub-foreman’s job he hoped for. The man began to “ride” him; he couldn’t find much fault with the way Abner spread cotter-pins, but he could hold a stopwatch on him and raise hell if he stayed ten seconds more than his three minutes in the toilet, or he stretched out his fifteen-minute lunch period while stuffing a last bite of sandwich into his mouth.</p> <p>Flesh and blood couldn’t stand it; one day Abner answer back, and was told to go and get his “time”</p>	66	<p>It shows the competition among Ford’s workers. Abner’s sub-foreman plays dirty trick to get Abner fired.. Abner has been fired unfairly by his sub-foreman. This conflict happens because America Dream influences people to have great determination and ambition to succeed.</p>
			<p>Abner could read in the newspaper what the Flivver King was doing. He was travelling to Europe, inspecting his vast empire, and telling people over there how to Americanize themselves. He was in Georgia, experimenting with fifteen thousand</p>	67	<p>America Dream does not permit the working class to realize the true realities that actually there is an unfair situation. As the rich, Mr. Ford own plenty of</p>

			<p>acres of golden rod from which he expected to get rubber. He was on his huge farm in Michigan. .and collecting antiques for his museum. . . He was going everywhere except watching the assembly lines of his huge factory, with two hundred thousands slaves making themselves parts of machines-</p>		<p>money and he enjoy a glamorous lifestyle. However, Abner never ask to himself where Mr. Ford's money truly comes from.</p>
			<p>There is cruel saying that when poverty comes in at the door, love flies out at the window; and it looked as it might apply to this case. Annabelle. Who had been fighting so aggressively to advance her husband's social position, now turned her alked energies to finding fault with him. She didn't know enough to blame the social system, she blamed those about her, and her attention became centered upon the fact that her husband had been giving money to his family. She made it her bussines to see that those relatives didn't get another penny. Let that handsome football-playing brother go to work !</p>	79	<p>Dismissal changes Johnny's life. He turns out to be poor. His wife is hard to accept this condition. She blames his husband for their miserable life instead of the social system. This misunderstanding shows the power of American Dream as ideology of the socioeconomic system that prevents Annabelle to see the real condition.</p>
			<p>In their town of Highland Park the Shutts couldn't get relief because they own a home; but what were they supposed to do with that home, sit in it and freeze to death, or starve, or both? They couldn't sell it for anything.</p> <p>When you present this argument to the relief people, they answered that the town near bankruptcy, and there was no more money; if they increased the taxes it wouldn't mean that the city got extra money, but</p>	90	<p>America Dream distorts the realty of the working class. Thus, they can not see the truth that they are in poor condition because of the system. It shows the miserable lives of Ford's workers after Mr. Ford fires them and reduces their wage when his bussiness</p>

			merely that the more people would give up their homes and apply for relief, and what good would do? No member of the Shutt family knew the answer to such riddles, and if anybody in the whole world knew, how was that magical person to be recognized?		
2.	Commodification	Commodification as the value of the society	He became more abrupt in his manner, more harsh in his speech. “Gratitude?” he would say. “There’s no gratitude in business. Men worked for money.” On that basis he turned out of his organization any of his most faithful executives, men who had worked for him since the beginning.	51	It shows that for Mr. Ford emphasizes to his workers that business is all about money.
			An ugly world, shocking to know about; as bad as the top as at the bottom, according to Hank. The police were crooked, the political game was a sell-out, if you had the cash you could buy anything and anybody.	62	It shows that for the society everything can be traded for money which means commodification is a part of the society.
			A great empire like Ford’s has that effect upon who those live in it and by it. It develops its own needs, and its own loyalties to meet them. Its courtiers and servitors may quarrel furiously among themselves, but they must accept the basic standards upon which the great structure rests. If it is a commercial empire, they must believe in money, and the symbols of money, its codes of excellence and elegance. The Flivver King himself had handed down the law, from the high mountain where he dwelt; “Men work for money.” And John	102	It shows how in the society money is the symbol of self-worth and thus everything is right to be exchange for money.

			and Annabelle did so.		
		The Acts of Commodification; in the form of exchange value	It was going to put together a total of 1708 cars in the first year of its existence, which means about six cars each working day , something hitherto unknown in the new history. The problem of general manager was to divide that task into a number of parts, each sufficient to occupy ten hours of a workingman's time, moving as fast as he could be push.	15	It shows how Ford company commodifies their workers by squeezing the sweat of their workers to produce more cars
			Such were the task which kept him on the move the whole day; but he didn't mind-he was getting seventeen and a half cents per hours, the best he had ever done,...	16	It shows how wages as the exchange of his sweat makes Abner accepts his condition as a worker
			Then the leap into life of men and machinery, the clatter and banging. To the visitor it seemed paralyzing to the nerves, but to Abner it was the normal state of labor; He knew every sound by heart, and noticed in a moment if there was any strange and possibly dangerous one.	19	Abner knows that he puts himself in danger when he is working but he accepts this condition since he needs the pay-check.
			Henry himself was on hand, overseeing every detail; "snooping around", some people called it, but that was the way he got results. "Hustle up there! Get a move on you ! Get production!- such were the slogans of the plant. You could rest when you got home, but during work hours you were drawing the company's money, and you earned it with your sweat.	20	It shows that how Mr. Ford always warns his workers to work fast, in order to give him more profit.
			Abner Shutt did his job loyally, but in his secret heart he never ceased to be afraid of it. Expect for	20	It shows how Abner willingly exchanges his sweat with higher

			<p>the higher pay, he would have preferred to carry a wrench and screw a spindle nut, as the old days. He dreaded responsibility, and having to think fast. He had never had any idea that human nature was such a troublesome thing, until he had to deal with a man , instead of with piece of metal that were all alike- or if they weren't, it wasn't Abner's fault.</p>		wages.
			<p>In that period , while learning to make twice as many cars for his employer, Abner getting a fifteen percent increase in wages, and was considering himself one of the luckiest workers in America</p>	21	It shows how Abner thinks that his wages have equal values with his services.
			<p>All he asked was that the men should be on time, and likewise the wheels and the spindle nuts: that no wrench should slip, no nut be dropped, or no curses uttered, no growling at him, or at Mr. Ford or his company or his cars; nothing but a steady and proper racket-and when the long day was over , the blessed knowledge that he had earned another three dollars,. . .</p>	22	It shows how the company has strict regulation to keep the workers work effectively.
			<p>He was more than ever grateful to the good and powerful Mr. Ford, who provided him safe job, and even paid him a profit sharing bonus of seven and a half percent upon his previous year's earning. In Abner's case this came to nearly seventy dollars, and it was godsend, covering for doctor's bill and other losses.</p>	25	Abner is very thankful and respectful toward Mr. Ford who paid him well. The wages for Abner is an exchange value of his sweat for covering his family need.
			<p>When the plant was turning out a thousand a day,</p>	27	In order to get more money in

			those who had the job in hand knew that by increasing the speed of the assembly line one minute in a hour, the would get sixteen more cars that days. Why not try it? A couple of weeks later, after the workers on the line had accustomed themselves to the faster motions, why not try again		his business Ford always speed up the worker to get production done.
			Never had there been such a device for speeding up labor. You simply moved a switch, and thousand men jumped quickly. It was an invisible tax, like the tariff, which the consumers pay without being aware of it. The worker cannot hold a stop watch, and count the number of the cars which come to him in an hour. Even if he learns about if from the man who sets the speed of the belt –again it is like the tariff in that he can do nothing about it. If he is a weakling, there are a dozen strong men waiting outside to take his place. Shut your mouth and do what you're told!	27	It shows how the company forces the workers to work productively because Mr. Ford wants to get the exchange value from the workers.
			Tall chimney continued to rise at Highland Park plant, and to pour clouds of black smoke into the sky. Henry Ford was making steel, he was building new machinery, and new structure to house it. Sixteen hours a day he was rolling out lines of new flivvers, one of them every twenty-five seconds now.	42	It shows that there is air pollution in the factory. Mr. Ford sacrifices the health of his workers since they must work in unhealthy working place.
			Abner Shutt had been watching the work of five men, but now one of foreman watched the work of	54	It shows how Ford commodifies his workers by making Abner

			<p>twenty men- and Abner was one of the twenty. They put him back on the line. We no attempt to coddle the people who work with us,” wrote Henry; so nobody apologized to Abner for his loss of status. “Men work for money,” said the master; Abner got minimum of six dollars a day, and was grateful as a dog for his dinner.</p>		<p>back in his former status as spindle-nut screwer.</p>
			<p>Abner’s job rested his tired legs, but his back began to ache abominably, and his arms were ready to give out from being held up in front of his continually. But he hung on like death and taxes, for he was forty, the dangerous age for worker in factory, “We expect the men to do what they are told,” wrote Henry.</p>	54	<p>It shows how Abner gets pains from doing his jobs in factory since he is forced to work fast in the factory.</p>
			<p>They had been employing fifteen men per car per day. Now they had cut it to nine. In his public statement Henry said : This did not mean that six out of fifteen men lost their jobs. They only ceased being unproductive.” If that statement had been true, the plant would have increased the production of cars by sixty-six per cent; but as a matter of fact they turned out just what they had been doing before the “reorganization”, four thousand car a day. They cut the overhead from \$146 per car to \$93, a saving of sixty millions a year. As a result, thousand of men took their places on the breadlines of Detroit and neighboring towns; and Henry went on publishing articles in the “Saturday Evening Post”</p>	54	<p>It shows Mr. Ford replaces the workers with a machine for get more production of cars which makes some workers lost his jobs.</p>

			proving that the machines process didn't cause unemployment.		
			It was those dreadful devices known as "the speed-up" and "the stretch-out". Every worker had to be strained to the uttermost limit, every one had to be giving the last ounce of energy he had in his carcass. Henry Ford would deny that ; of course; he would write so blandly, so convincingly, about the purpose of scientific management being to ascertain exactly what each worker could do without the strain, and to give him that much. It was a lie, it was a lie! Henry's workers wanted to scream when they read those articles of his. They were tired when they started in the morning, and when they quit they were gray and staggering with fatigue, they were empty shells out which the last drop of juice has been squeezed.	67	It shows how Ford commodifies the worker's labor so badly to give him more profit and money
			He continued to kick off his staff those executives who tried to persuade him to change his model. Year after year he had been kicking them out, whenever they dared to oppose his will... Little by little the Chevrolets and the Plymouths crept up, while the Fords went down, and Henry had to reduce the production and turn off teens of thousands men.	69	In order to survive in the business and cut the cost of production, Ford fires some of his workers.
			John had been trained to make steel for Henry, and also admire and reverence him. The more John did these things, the more he prospered, and the	74	It shows how Abner and John admire Mr. Ford since they believe that the source of their

			<p>more he prospered, the more he admired and revered. From this point of view of John and Annabelle it was most virtuous circle.</p> <p>The same was true of all other members of Shutt family, striving to make their way in a world which existed for and by the motor-lords and money-lords of the Detroit area. Abner and Milly were the most abject of serfs, having pictures of their liege cut Sunday supplements and pasted on the wall,..</p>		<p>money comes from him. They relate their relationship with Mr. Ford in the form of money.</p>
			<p>But Daisy had just got married to her bookkeeper; and what a wedding present the cushion company handed her! Daisy's superior told her that he was sorry, but they were under orders to drop two hundred employees and all married women are on the list. So now Daisy had to live on the wages of a bookkeeper who was working two days a week, and had no certainty of even this much. . .</p>	76	<p>Daisy must quit from her job in the cushion company which made cushion for Ford. The firing of Daisy means the boss wants the exchange value of Daisy.</p>
			<p>Abner couldn't bear to take this bad news home. He drove to other motor-plants and factories. Men who had been fired from Ford's at seven dollars a day could often go to one of the concerns which made parts for Ford and get work at two or three dollars a day. That was another tricks which Henry was playing upon his workers, and upon the public which read his newspaper interviews. More and more he was framing out the making of parts, and always on such terms that the place which made them became a sweatshop. Nobody could hold</p>	76	<p>Ford uses many tricks and sacrifices the lives of his workers to protect his business.</p>

			Henry responsible for wages paid to those who made his cushions, or tires, or other gadgets.		
			<p>He no longer asked anything for his skill ; he was willing to take whatever he could get; and on those terms he obtained a job in the same department of the River Rough plant from which he had been let out. He did much the same of work; only instead of getting three hundred and a quarter a month, he got the six dollar minimum-Henry had reduced it by now-and the plants worked only Mondays, Tuesdays, and Wednesdays. Eighteen dollars a week.</p> <p>There was no chance of the little family's meeting all those payment. They had to give up the house, which they had paid about thirty-eight hundred dollars, . .</p>	78	It shows how Mr. Ford commodifies his workers by the way he reduces the wages of his workers to increase the benefit of the company.
			<p>Annabelle didn't know, or care for she had turned against the great Lord of Dearborn also. He might fool the Shutt family but he couldn't fool her. The peremptory firing of John had been just a dirty trick to reduce his pay without admitting it. It was the scheme they were working everywhere throughout the plant; Annabelle heard of it again and again, and presently her own father admitted it to her, and said he had orders to carry it out.</p>	79	It shows Mr. Ford's commodification toward his workers. John as Ford's worker receives unfair treatment from Ford's company. Mr. Ford fires John to save his money and cut the expanse of the production for the benefit of the company
			<p>In 1930 he had managed, by prompt firing of men and speeding up of the others, to stave off the effects of the depression and make another sixty millions.</p>	79	It shows how Ford commodifies his workers by firing them to minimize the cost of production.

			For years Henry had been telling the world that the use of machinery did not cause unemployment; and now look! At the River Rough plant they were putting in new machines as fast as the could design and make them. Twenty men who had been making a certain part would see new machine brought in and set up, and one of them would be taught to operate it and do the work of the twenty. The other nine teen wouldn't be fired right away-there appeared to be a rule against that. The foreman would put at other work, and presently he would start to "ride" them, and the men would know exactly that meant	81	Using machines and firing his workers is effective way for Ford to gain more profit and money.
			Next door to Abner Shutt lived an old fellow who had worked for the company seventeen years, and had been told turn in his badge because he started to wipe the grease off his arms a few second before quitting time.	81	It shows how Ford's workers receive unfair treatment from Ford's company for the survival of his business.
			Down the street lived a young fellow who had been errand- boy and had made the mistake of stopping to buy a chocolate-bar. They had a thousand petty regulations on which the "spotters" could take you up. A foreman had talked with one of his men; that was against regulations, and out he went. You were fired for forgetting to wear your badge on your left breast, for staying too long in the toilet, for eating your lunch on the floor, for talking to men in the new	81	It shows how Ford's workers receive unfair treatments in the factory. Mr. Ford has so many regulations that must be followed by all workers. If the workers break the rules, they will be fired right away.

			<p>shift coming on. It wasn't even necessary that you had done one of these things; it sufficed that some ex-pugilist of the "service department" said that you had</p>		
			<p>The twenty-five thousand workers were driven until they went out "punch-drunk". Sometimes one went out on a stretcher, because men so driven couldn't handle machinery without accidents. On no subject had Henry written more eloquently than the important of safety; but again and again his "safety department" was overruled by his speed-up department, and there was a saying in the plant that it took one life a day. They had their own hospital, and there was no way to get any figures</p>	81	<p>Mr. Ford wants to maximize profits by having no concern about the safety of his workers. It shows Mr. Ford commodifies his workers. He values his workers in term of their exchange-value.</p>
			<p>In the distance could be seen the gigantic River Rouge plant, its tall silvered smokestacks rising like a huge pipa-organ.</p>	86	<p>It shows how the factory is an unhealthy workplace. Mr. Ford scarifies the lives of his workers rather than pay more the cost of production.</p>
			<p>So a new principality was added to the Ford empire. But this did no good to Henry's workers; their jobs had been cut to one or two days a week, and now the minimum wage was reduced to four dollars per day</p>	89	<p>Pay reduction is one of the ways to save the automobile business. Mr. Ford sacrifices the others for his own benefit or for his exchange value.</p>
			<p>Abner resembled another mule in industry , one of that was hitched to a pole, and set to walking round and round, turning a piece of machinery. So many</p>	95	<p>It shows how Abner sells his labor for money</p>

			times per hour he made the circle, and kept it up for eight hours a day, five days of the week, and asked nothing and in all the world but to be hitched like that for as long as he was able to walk; so that every Friday evening he might have one of the Ford Motor Company's good checks, and be able to fee, and clothe his family, and pay the taxes of his home and perhaps get a few dollars in the bank...		
			It just took about teen minutes to show the job, and that was all Tom would ever need to know about the automobile industry. He would trot up and down the row of machines, stopping at each to take out a completed piece of steel and put it in an incompleated one. He didn't mind it a bit, he insisted; it left him free to think about the think he was interested in, and at the end of Friday he had earned five times five dollars and sixty-five cents.	99	It shows how Tom Shutt willingly works in Ford company to exchange his labor with money
			Tom's friends could see it any day at Ford's where every department was putting in new machines and speeding up the old ones, forcing smaller numbers of workers to produce extra amount of goods	100	It shows how Ford commodifies the workers for their exchange value by taking advantages from his workers to work faster.
			"It's a hell of a mess!" burst out Hank. "Am I goin' to turn in my own brother?" "You have to suit yourselves, Hank." "Sooner or later the boss is bound to find out about him; and then he says to me, What the hell? You	103	It shows how Hank relates his relationship with other in term of money. He hates Tom who is the part of union worker organization. When Mr. Ford

			workin' for both sides, or what is it?' You know there's nothing the unions would like into the Ford service department...		knows that his brother is an agitator, his position will be in danger.
			Henry Ford, who had once been the best employers, had become the worst. His rivals had passed him, and he was paying the lowest wages in the industry; his workers were getting an average less than a thousand dollars a year.	108	It shows how Ford commodifies the workers for their exchange value by reducing the wage of his worker to keep his business well.
		The Acts of Commodification; In the form of sign exchange value	Henry went to call on Calvin, and they had a highly secret conference. As a result of it, Calvin came out for Henry's project to buy Muschle Shoals from the government at a very low price; and in return Henry retired as a candidate for the presidency.	61	It shows how Henry relates the world through his money. He gives up in his way of being president with a deal that he can get Muschle Shoals in cheap price.
			It was a hierarchy of rank based on income. Annabelle associated with wives of her own level, carefully avoided those of lower levels, and crudely and persistently sought access to those of higher levels. Below her were the serfs of industry, the hordes of wage-earners; above her were higher executives, and at the top the owners, the ineffable, godlike one incessantly, gleaning scraps of gossip and cherishing them like jewels.	73	It shows how Annabelle values people based on the money that they have.
			...but his billion dollars now decreed that he should live like Oriental deposit. Shutt off by himself, surrounded by watchmen and guards. He who had liked to chat with his men and show them the work now would not dare to walk past his own	82	Mr. Ford values himself as much as the money he have. He hires many guards in order to get sign-exchange value for his safety and power.

			assembly-line without the protection of secret service men. He who had been so talkative had now grown morose and moody. His only associates were “yes-men”, those who agreed with everything he said. He met few strangers, because everybody was trying to get his money, and he was sick of being asked.		
			<p>... to protect him and his billion dollars required an army of well-equipped and trained fighting men.</p> <p>Bennett became the head of Henry’s “service department”-a title which could have been given only after the billion dollars had extracted all the humor from its owner heart. It was Bennett’s job to organize and train the thirty –six hundred private police who guarded the gates of the plant, watched the work in every department, reported violations of many hundreds of regulations, and, spies, mingles with the men, detecting grumblers and kickers, union organizers, “Red” agitators. Such work had to be done not merely in the plant but elsewhere.... and then the mayor of Detroit, to state of his own knowledge: “Henry Ford employs some of the worst gangsters in our city.”</p>	83	Mr. Ford hires Bennet for his sign-exchange value. To give him image of strength and powerful.
			Here again was the billion dollars intervening in Henry’s life. Bennet was a man after a billion dollars’ own heart; he could hit hard and shoot straight, and was fast on the draw; he was not	85	For Mr. Ford, hiring Bennet is for his exchange-value, to use his service and sign-value, to use his strong image for Ford’s

			afraid of anything alive, and to him the right of a billion dollars to rule the world was no more to be disputed than the hardness of steel and the redness of blood. So now he took Henry's life, and the shaping of his mind and character.		social dominance, protection and power
			Jim Baggs was his name, and he liked to go to ball-games and shout at the players, and also he was fond of bowling; but now he had no money for any sort of amusement, and his wife had lost interest in him.	90	For Daisy, marriage is not about love but money.
			That was the Flivver King, the prisoner of a billion dollars; there were chains upon his legs, making certain that he would not walking alone, and chain upon his mind, so he would think no thought of which the billion dollars did not approved. These dollars told him that he was the object of deadly mass hatred; that half a million people blamed him for having sentenced them to slow starvation; that there was a nation-wide, indeed a world-wide conspiracy to take his fortune from him. The farm-boy who had been gay and talkative had turned morose and bitter, and stayed by himself for the most part, watching his guard to make sure that they watched him.	108	It shows how Ford values himself as worth as money that he has.
3.	Consumerism	Consumerism as the value of the society	Alas, it was something else to spend Abner's bonus money on. A hard thing to hold on to money in this free and easy-spending land.	35	As a free and easy-spending land, the people where Abner lives always have the reasons to spend their money. It means that

					consumerism is already culturally conditioned in the minds of the people as well as in the mind of Abner by the society.
			The “New Capitalism” was blooming like sunflowers, and money was almost free. The Flivver King gave one of his rough and ready newspaper interviews, in which he said that nowdays a young man wouldn’t get rich by saving his money, but by spending it. “Two cars in every garage and two chickens in every pot” agreed Herbert Hoover.	72	Mr. Ford and the president try to dictate the minds of the people with the ideology of consumerism by declaring that spending is better than saving and each family must have two cars and eat two chickens.
		The consumptive behaviors	If you had asked him to tell you his ultimate dream of happiness on this earth, he would have answered that it was to have money enough to buy one of those cars- a bruised and battered one , any one so long it would run, so that he could ride for work under shelter when it was raining, and on Sundays could pack Milly and the kids into it, and take them in the country, where his oldest brother worked for a farmer, and they could buy vegetables at half the price charged at the corner grocery.	22	Joining Ford company, Abner has a dream to buy Ford cars. The possession of a car is important for Abner since it can give him a new identity. Here, he fails to see his true condition that if he buys a car means he will only have a little money for other needs and food.
			Millions of them had suddenly discovered that they wanted to move and see the world. Their grandfathers had crossed the continent in covered wagons, taking a year to do it; now the grand children aspired to cross same continent in a month and before many years they would be	26	It shows how all people in Detroit own cars and love their cars, that they even give unique names for their cars which emphasize ownership. Having a car becomes a lifestyle.

			doing it in a week. The little black beetles were out all the roads, and were beginning to be known by pets names; they were “flivvers”, they were “Jitneys” they were “Lizzies” or sometimes “Henrys”...		
			Highland Park was going to be a more expensive place to live in, since the kind of Mr. Ford was distribute ten million extra dollars every year. Why shouldn't the owners of lots and buildings have a share in all the that prosperity? Just as it had occurred to Abner, so it occurred to many land lords, that it would be a nice thing to buy a Ford car, and take the family for outing in the country of Sunday.	31	It shows that the possession of cars is Abner's and other people's dream.
			The house had six rooms, bigger than they had aspired to; but they felt so prosperous, and they knew that the younger would grow, and the little girl could not always sleep with her parents. After agony of soul they decided to take the risk. They paid thirty-one hundred and fifty dollars for the house, which they could have for a thousand dollars less in the Before Bonus Era. They paid six hundred dollars down, which was practically everything they had been able to pay twenty dollars a month plus interest, which at the beginning amounted to some thirteen dollars a month additional.	32	It shows Abner prefers to buy a big house even when it gives him a heavy burden to pay. He agrees to pay the house every month plus interest, which is a disadvantage for him. For Abner, having a house can rise his social status.
			But that did not change that the America people	35	It shows the society is trapped in

			<p>liked to be up to date, and the Ford agencies and salesmen liked to help them in this ambition. So it is had come about that there had been a 1913 a Model T, and now there was a 1914 model of Model T, and presently there would be a 1915 model od Model T. Those who could afford the luxury of being up to date, or who thought it was good advertising for their business, would hasten to trade of their old car and get a new one.</p>		<p>consumerism since they want to always up date the car with the new one in which it creates benefit for Mr. Ford as the car makers.</p>
			<p>So Abner paid fifty dollars down, and a signed an agreement to pay ten dollars a month thereafter, with the interest at two percent a month, which was more than it sounded to be. If they didn't pay it, the car would be "repossessed" but they mean to pay it.</p> <p>Here came Abner with the royal coach, and the whole family streamed out to gaze it. This was quite certainly the proudest moment of their lives so far; their social position in the neighborhood rose immensely.</p>	35	<p>In order to have a car, Abner agrees to pay in installment plan. For him, having cars can give him better social status.</p>
			<p>They had one luxury, the family "bus". On Sunday or holidays Abner would drive them out to visit one of his brothers's families, or one of Milly's sisters. For years he had figured on buying farm products cheaply and bringing home a load of each trip; but alas, so many people had a cars now the farmer had got wise, they put out stands by the roadside, and charged just about what the stores in town were</p>	42	<p>Abner has a nice car but does not have enough money to buy food.</p>

			changing. But you always had the hope of finding a bargain.		
			Five days in the week, rain or shine, winter or summer, Abner's flivver came chugging to the Highland Park plant; he had a better one now, for the price was down to \$ 300, and any workingman with a job could get one on monthly payments. Johnny had a brand new one of his own, which made the Shutt a "two-car family"-a great distinction, according to the motor car ads.	61	It shows Abner and John agree to buy new cars to advance their social status even they must pay the price of the cars every month.
			Four hundred thousand advance orders were booked, a pig in a poke. One the day cars released for sale, the Ford company began a five-day series of advertisements in five thousand newspapers throughout the country. Henry told that the New Model A had a standard gearshift and four-wheel brakes; also that it had "low smart lines", and "a bit of the European touch in its coachwork and its contour." Alas for old-time America!... ...it was so successful that Henry had to make a millions cars in the first six months.	70	It shows how Mr. Ford commodifies and upgrades his cars in order to attract the attention of people to buy cars. A millions of cars are sold means that the people are very consumptive which it makes Mr. Ford's wallet is full of money.
			The Shutt family was the sort of Henry and Herbert approved. It was now "a three-car family," since Hank had got a fast one, and went about with a gun in his pocket settling various difficulties for his boss. It was near becoming a "four-car family" for Tommy was at the point of deciding that it didn't look quite right for quarterback	72	It shows how The Shutt Family displays consumerism by having three cars in the garage as what it tells in advertisement and newspaper.

			on the team to arrive at school on a bicycle.		
			The young couple had bought a home in a tract having restrictions which protected them from meeting persons who could not pay eight thousand dollars for a residence. John and Annabelle were making payments of seventy-five a month, plus interest; the “villa” was showy, but jerry-built for all that, and its owners would be heavy repair bills in the future.	73	John and his wife buy an expensive house with great appearance but it has poor quality. They need the sign value of the house by purchasing the house, moreover they agree to have a heavy debt to pay the house.

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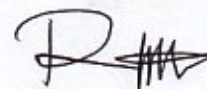
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Yogyakarta, 25 October 2016

Triangulator



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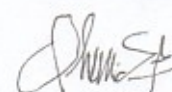
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