CHAPTER I
INTRODUCTION

A. Background of the Study

In the social life, the fate of women is still apprehensive, because the women are shackled by discrimination. The role of women is often underestimated and neglected. The discriminations between men and women are found in all aspects such as socio-cultural, economy, law, technology, education, etc. In the economic aspect, men are the majority. Besides, women earn less than the men. Therefore, many of women struggle to get equal payment to the men. They need to struggle to get a better life so that they can get their position, their right, and can be respected as well as the men.

Made in Dagenham is the real example of women’s struggle to get equal pay. The movie was released in 2010. It shows how, at some expense to their family lives, in a country already crippled by strikes, and with a little help from Barbara Castle as politician, the Dagenham women managed to overturn the gender discrimination. In 1968, the Ford auto factory in Dagenham was one of the largest single private employers in the United Kingdom. In addition to the thousands of male employees, there are also 187 underpaid women machinists who primarily assemble the car seat upholstery in poor working conditions. Dissatisfied, the women, represented by the shop steward and Rita O'Grady, work with union rep Albert Passingham for a better deal. However, Rita learns that there is a larger issue in this dispute
considering that women are paid an appalling fraction of the men's wages for
the same work across the board on the sole basis of their sex. Refusing to
tolerate this inequality any longer, O'Grady leads a strike by her fellow
machinists for equal pay for equal work. What follows would test the patience
of all involved in a grinding labour and political struggle that ultimately would
advance the cause of women's rights around the world.

*Made in Dagenham* was nominated for four awards at the 2010 British
Academy Film Awards; Outstanding British Film, Costume Design, Make Up
& Hair Design and Supporting Actress (Miranda Richardson). Mark Kermode
praised the movie highly on his weekly show on BBC *Radio 5 Live*. He
ranked it as his fourth favourite film of 2010, beating such films as *The Social
Network* and *Another Year*. The *Made in Dagenham* movie is directed by
Nigel Cole

Nigel Cole is a British film and television director. He was born in
1959 in Launceston, England. He began his career in fringe theater before
moving on to commercials and television ([http://en.wikipedia.org/wiki/Nigel_Cole](http://en.wikipedia.org/wiki/Nigel_Cole)). He directed the episode *Wild
Horses in Mongolia* for PBS *Nature* television series in 1982. *In the Wild*
(1988) was a TV documentary that featured Julia Roberts going into the
jungles of Borneo alongside conservationists to discover endangered
orangutans.

Cole also directed the first season of the award-winning, racy comedy
British TV series *Cold Feet* before making his feature film-directing debut
with *Saving Grace* (2000), a comedy about a middle-aged woman who goes into the cannabis trade. The film won Audience Awards at both the 2000 Sundance Film Festival and the Norwegian International Film Festival and Cole was nominated for Best Director at the British Independent Film Awards. His latest movie was released in 2010 is *Made in Dagenham*.

The writer is interested in analyzing *Made in Dagenham* movie because of some reasons. The first reason is because the story of the movie is based on true story and a great illustration of social history. The second reason is this movie reflects women’s struggle to get equal pay to the men. The movie tells about the position and conditions of the underpaid women machinists in the Ford Dagenham.

Based on the previous reasons, the writer will observe the *Made in Dagenham* movie by using feminist approach. Therefore, the writer constructs the title, “Women’s Struggle to Get Equal Pay in Nigel Cole’s *Made in Dagenham* (2010): A Feminist Approach”.

**B. Literature Review**

As long as the writer knows, there is no research that has been conducted to study the *Made in Dagenham* movie at least among the students of Muhammadiah University of Surakarta.
C. Problem Statements

The main problem of this study is “How is the women’s struggle to get equal pay reflected in Nigel Cole’s Made in Dagenham?”

D. Limitation of the Study

To focus on the study, the researcher needs to limit the study. The researcher is going to describe the women’s struggle to get equal pay reflected in Made in Dagenham movie using a feminist approach.

E. The Objective of the Study

The objective of the study as follows:

1. To analyze Made in Dagenham directed by Nigel Cole based on the structural elements of the movie.

2. To describe women’s struggle to get equal pay in Nigel Cole’s Made in Dagenham based on feminist approach.

F. Benefit of the Study

The writer hopes this study will provide benefits:

1. Theoretical Benefit

To give some contributions to the development larger body of knowledge, particularly, the literary study of Nigel Cole’s Made in Dagenham.
2. **Practical Benefit**

The study is expected to meet the researcher’s curiosity about the women’s struggle to get equal pay which is reflected in Nigel Cole’s *Made in Dagenham*.

G. **Research Method**

1. **Type of the Study**

   In analyzing Nigel Cole’s *Made in Dagenham*, the writer uses descriptive qualitative research. Descriptive qualitative is a type of research that results the descriptive data in the form of written or oral words from the observed object.

2. **Object of the Study**

   The object of the study is *Made in Dagenham* movie directed by Nigel Cole. It is analyzed by using feminist approach.

3. **Type of the Data and the Data Source**

   There are two sources of data namely primary and secondary data sources.

   a. **Primary data source**

   The primary data source is *Made in Dagenham* movie directed by Nigel Cole. The dialogues, character’s description, plot, and all of the statements related to the problem become the data.
b. Secondary data Source

The secondary data are taken from literary books, article that has relation with the movie and other sources which support the analysis.

4. **Technique of the Data Collection**

The data collecting technique used in this study is the library research. The necessary steps are as follows:

a. Watching the movie several times.

b. Identifying the problem and to find the data. Therefore, research problem and objective of the study can be drawn.

c. Collecting some supporting data from other references related to the topic. Therefore, the problems appearing will be answered completely.

d. Drawing the conclusion of the analysis that has been done in the former chapter.

5. **Technique of the Data Analysis**

The technique used in analyzing the data is descriptive analysis. The writer makes some interpretations of the movie dealing with the major character which researcher wants to analyze using feminist approach.

H. **Research Paper Organization**

This paper organization consists of many chapters. Chapter I is the introduction that consists of background of the study, problem statement,
literature review, objectives of the study, benefit of the study, limitation of the study, research method, and research paper organization. Chapter II is underlying theory. The chapter III is social background of United Kingdom society in the early twenty first century. Chapter IV deals with structural analysis of the *Made in Dagenham* movie which involves the narrative elements, technical elements, and discussions. Chapter V deals with the Feminist analysis of the women’s struggle to get equal pay. Chapter VI contains conclusions as the result of analysis and suggestion for another research in the future.