



**PARODY OF CAPITALISM DEPICTED ON THE
SELECTED EPISODES OF STEPHEN HILLENBURG'S
CARTOON SCRIPTS SPONGEBOB SQUAREPANTS**

UNDERGRADUATE THESIS

BY

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**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURES
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA**

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UNDERGRADUATE THESIS

Presented to
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2017

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Malang, 19 Juni 2017

The Writer



ABSTRAK

Mahendra, Jeremy Lauren. 2017. **Parodi Kapitalisme Dalam Episode Terpilih dari Skrip Kartun *SpongeBob Squarepants* milik Stephen Hillenburg.** Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu budaya, Universitas Brawijaya. Pembimbing: Scarletina Vidyayani Eka, M.Hum.

Kata Kunci: *SpongeBob Squarepants*, kapitalisme, parodi, transkrip film.

Beberapa film fantasi animasi memiliki pesan-pesan dan ideologi. Salah satu diantaranya adalah film *SpongeBob Squarepants* yang menyampaikan ideologi kapitalis dengan menggunakan efek komik atau melebih-lebihkan ekspresi, kata-kata dan tingkah lakunya. Hal ini menarik untuk di analisa. Oleh karena itu, masalah dari penelitian dalam tulisan ini adalah bagaimana parodi kapitalisme digambarkan pada episode yang dipilih dari naskah kartun *SpongeBob Squarepants* milik Stephen Hillenburg.

Parodi adalah tiruan penggunaan dari kata-kata, gaya, sikap, nada, dan gagasan dari seorang pengarang yang dibuat sedemikian rupa sehingga membuatnya terlihat konyol. Jadi, parodi akan dianalisis melalui transkrip film. Oleh karena itu, memilih film *SpongeBob Squarepants*, mengumpulkan, menganalisis, menafsirkan dan menemukan adalah urutan metode yang diterapkan untuk mengungkapkan makna dari parodi. Parodi *SpongeBob* dapat diungkapkan dengan menganalisa transkrip film yang sangat berkaitan dengan kapitalisme dalam skrip dari 3 seri film terpilih: *Clams*, *Squid on Strike* dan *Safe Deposit*.

Penemuannya adalah ideologi kapitalis yang diparodikan dengan menggunakan beberapa model. Model tersebut adalah diksi, percakapan, dan tingkah laku yang sarkastik. Itu semua untuk mencerminkan ambisi kapitalis, perilaku kapitalis, kekuatan kapitalis, dan tenaga kerja sebagai komoditas. Penulis menyarankan peneliti selanjutnya untuk menganalisa dengan objek yang sama atau mungkin menggunakan episode lain dan menganalisisnya dengan menggunakan teori sosial. Parodi harus dianalisis dan dibahas dalam wadah kerangka kerja sosial seperti membandingkan perspektif perburuhan pada kehidupan nyata dengan situasi di dalam film.

**ABSTRACT**

Mahendra, Jeremy Lauren. 2017. **Parody of Capitalism Depicted on the Selected Episodes of Stephen Hillenburg's Cartoon Scripts *SpongeBob Squarepants***. Study Program of English, Department of Languages and Literatures, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Scarletina Vidyayani Eka, M.Hum.

Keywords: SpongeBob Squarepants, capitalism, parody, movie transcript.

There are some animation fantasy movies that have messages and ideology. One of them is *SpongeBob Squarepants* movie which delivering capitalist ideology by using comic effect or exaggerating within expressions, words and behavior. This is interesting to analyze. Therefore, the problem of the study in this writing is how parody of capitalism is depicted on the selected episodes of the Stephen Hillenburg's cartoon scripts *SpongeBob Squarepants*.

Parody is the imitative use of the words, style, attitude, tone and ideas of an author in such a way to make them look ridiculous. So, parody will be analyzed from movie transcript. Therefore, choosing *SpongeBob Squarepants* movie, collecting, analyzing, interpretation and findings were sequence method that were applied to reveal meaning of parody. *SpongeBob* parody can revealed by analyzing transcript movie deeply related to capitalism in the scripts of 3 selected movie series: *Clams*, *Squid on Strike* and *Safe Deposit*.

The findings is the ideology of capitalist that parodized using several styles. They are diction, conversation, and behavior that are sarcastic. Those are to reflect capitalist ambition, capitalist behavior, capitalist power, and labor as commodity. The writer suggests the next researcher to analyze with the same object or maybe use another episodes and analyze it by using social theory. The parody should be analyzed and discussed in the case of social framework such as compare labor perspective on real life with the situation in the movie.



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CHAPTER 1

INTRODUCTION

This chapter is intended to present the background, the problem and the objectives of the study. The background of the study explains about the main idea of the topic. The problem of the study is the formulation of the question that leads to achieve its objective.

1.1 Background of the Study

There are many ways for human to express their ideas, thoughts, and opinions. One of those ways is in the form of literature. Literature is a reflection of human life that is commonly presented in writing or written language. Literature cannot be separated from people's lives since it is kind a mirror for the real life. Somewhere literary works can be a medium to do criticism about issues in society. Wellek and Waren (1965, p.212) states that "literature must stand in recognizable relation to life in such a way that is in any case a selection from life". In other words, literature must indeed be true to human's life. Furthermore, Leavis (1948, p.23) says "as part of culture, literature had a profoundly moral role in helping to combat the destructive forces of mass civilization." In other word literature could provide a criticism related to moral role as a part of civilization.

In this modern era, there are many literary works that exist in society, one of them is movie. The popularity of movie has made a new development in literary media. According to Robert McKee, (2000, p.80-86) movies are distinguished into fourteen big genres, such as action, adventure, fantasy, comedy,



crime, drama, documentary, and etc. And the genre will be discussed further is fantasy. Fantasy genre based on Jane, in her journal “Medievalism and the fantasy Heroine” (Tolmie, 2006), could be described as something that contains unrealistic rudiments, such as magical powers, talking animals, etc. Fantasy is often characterized by a departure from the accepted rules by which individuals perceive the world around them, it represents something impossible (unexplained) and outside the parameters of our known, reality. Fantasy genre commonly related with animations movie story.

There are some animation fantasy movies shown in local channel. A cartoon is one of animation fantasy movie which sometimes not only as an entertains but it can be a medium which bring messages, ideology, value or even certain culture. A cartoon movie is rather than usual show. Cartoon can even bring certain ideology, values and culture. In a cartoon movie for example, the film maker can bring a certain ideology to make audiences follow their messages.

Ideology of the message sometimes contains with any importance that influence the media. The messages here are based on the ideology which makes a new culture. Hence, the content of movie sometimes relates to culture which reflects an ideology and message to lead someone to give opinions, comments or things relate to the movie, so it can show that the movie is understood by the viewer, because ideology and message inside movie usually is not far from where the movie is made. urthermore, ideology can be described as a general comprehensive vision point of view.



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According to John Adam in his journal “What was an Ideology” (2011) an ideology is a system of ideas which attempts to explain reality. So Ideology represents reality development, social and cultural of society which is often too complex to be understood. They also, almost always, reflect a bias and serve the interests of a particular group. Some ideologies are well grounded in reality, while others are completely divorced from reality and can only be explained in terms of the emotional and psychological motivations of its adherents. Ideologies tend either to over-simplify reality or to completely distort it. Nevertheless, it is sometimes useful to speak generally in ideological terms in order to make a point. On balance, it is probably true that the use of ideology has created more difficulties than it has solved. John Fiske and Hartley (2006, p.64) says that ideology can be found in some institutions such as media, school, or others.

There are some films or series which contain certain ideology to be shared in society. For example, in the academic journal article written by Ariani, entitled “*SpongeBob Squarepants dengan ideologinya serta hegemoni amerika serikat*” this academic journal article shows about *SpongeBob* movies in general brings capitalism and hegemony of United States of America. She explained that *SpongeBob* short movies try to share the ideology and hegemony of capitalism in that society by Mr. Krab character. Similar to that journal, this thesis is also going to explain that *SpongeBob* in selected short movies have an ideology and hidden messages but in terms of parody.

SpongeBob Squarpants is one of the cartoon which has a certain ideology, but in this movie the certain ideology is packed nicely in a parody that has the



main characteristics of comic effect and exaggerated. So, this thesis is going to analyze the parody inside this movie within three selected episodes of Stephen Hillenburg's *SpongeBob Squarepants* short movie transcripts that contains capitalist ideology. First of all, *SpongeBob Squarepants*, a classic childhood show first aired in 1999 portrayed anthropomorphism in sea create living in fictional underwater city Bikini Bottom. The show usually centers on everyday of SpongeBob and his friends. But, a frequent recurring plot is of evil Plankton's (a zooplankton) numerous (and failed) attempts at stealing the "secret formula" to make the irresistible Krabby Patty of Mr. Krab's Krusty Krab restaurant (Tarr and Brown, 2013, p. 21-27). According to Encyclopedia SpongeBoia, *SpongeBob SquarePants* is an American animated television series created by marine biologist and animator Stephen Hillenburg for Nickelodeon. (2007, para.2)

The series chronicles the adventures and endeavors of the title character and his various friends in the fictional underwater city of Bikini Bottom. The series' popularity has made it a media franchise, as well as the highest rated series to ever air on Nickelodeon, and the most distributed property of MTV Networks.

As of 2015, the media franchise has generated \$12 billion in merchandising revenue for Nickelodeon. Nickelodeon held a preview for the series in the United States on May 1, 1999, following the television airing of the 1999 Kids' Choice Awards. The series officially premiered on July 17, 1999. It has received worldwide critical acclaim since its premiere and gained enormous popularity by its second season. Therefore, The parody can be described generally from each movie of the three selected episodes.



The first episode is *Clams*. This episode shows how Mr. Krab as the major character shows his happiness of getting his one millionth dollar. He then brings his employees to fishing as a reward, this journey getting worst, because SpongeBob here accidentally throws Mr. Krab one millionth dollar into a clam's mouth. The episode then shows how Mr Krab tries to get his dollar back. He then gives his part of his body in lieu to the clam and get his dollar back.

The second episode in this thesis is *SpongeBob* short movie entitled *Safe Deposit Mr Krab*. This episode is shows about how Mr.Krab as a major character here over-obsesses in getting an interest from the bank. He then makes a deposit only a penny but is anguished. While saying goodbye to his penny, he falls down to a room full of money. Mr Krab then hallucinates and imagines himself on a beach with a woman made of money. SpongeBob and Patrick try to get Mr Krab out from the bunker and after he can get out, Mr Krab is angry that the bank did not even give him his free interest, but gets another penny thrown at him.

The third episode is *Squid on Strike*. The movie shows that Mr. Krab decides to start deducting his employee's pay for doing ridiculous including talking, breathing, chewing, lollygagging, and even existing. Squidward here as the major character finds to be outrageously unfair, and he had SpongeBob go on strike. SpongeBob initially does not know what is go on strike. After Squidward attempts to give a speech to the people of Bikini Bottom, with unfortunate results, Mr. Krabs taunts them about how "successful" to echo Squidward their strike has been. That night Squidward is horrified at the thought of being on strike with SpongeBob forever, and goes to beg Mr. Krabs for his job back. As they walk to



the Krusty Krab together, Squidward discusses the terms of their return to Mr. Krabs. Meanwhile, however, SpongeBob dismantled the Krusty Krab during the night, taking the words of Squidward's speech literally. As Squidward and Mr. Krabs walk to work, they continue their discussion and come to an agreement. As Mr. Krabs walks into work (with his eyes shut), it shows that the Krusty Krab is completely destroyed. SpongeBob, thinking he did good and will get their jobs back, shows Squidward, who is trembling with fear. When Mr. Krabs sees his restaurant completely destroyed, he literally falls to pieces and says that in order to pay for the damages; they will work for him forever. SpongeBob jumps for joy while Squidward is in shock.

Those three episodes above have been chosen because those episodes are showing how Mr Krabs as the major character running his capitalist system and those episodes are shown interesting same topics about how capitalism is depicted in parody. From Oxford English Dictionary Online (Baldick, 2005, p. 248) Parody (n.) 1. a. A literary composition modeled on and imitating another work, esp. a composition in which the characteristic style and themes of a particular author or genre are satirized by being applied to inappropriate or unlikely subjects, or are otherwise exaggerated for comic effect. The terms of parody here is about how *SpongeBob* short movies is reflected our social life nowadays that is running with capitalism by exaggerating diction, conversation, and behavior.

This parodic fantasy *SpongeBob* Movie of Capitalism is going to be revealed by using analysis of movie and hidden message to release surely capitalism theory. This thesis will be discussed further about the parody of



capitalism in *SpongeBob* short movies. According to previous statement that an ideology is a system of ideas which attempts to explain reality and the parody is the imitation of reality, this thesis will be discussed the structure of capitalism in which the economic system in *SpongeBob Squarepants* is dominated by capital owner, and this *SpongeBob* cartoon is trying to show how the ideology of capitalist is reflected in real life and can become social criticism (Meyer, 2016, p. 47; Jin Lee, 2013, p. 22-23)

The parodic fantasy in *SpongeBob* movie could be recognized from many characters who play the role in *SpongeBob* movie. *SpongeBob* represents employees who worked many years for his boss with a little salary and uncertain time to work. However, actually his work is for boss interest to get profit as much as possible. On other hand, *SpongeBob* as worker who has many jobs, can not reject this situation because he needs the job to fulfill his daily life. So, this scenery of capitalism life has been practiced by people who have interest to implement their capitalism ideology.

Furthermore, *Squidward* as same as *SpongeBob*'s fate is used their thought and effort to work much time, even until three years and gets three days for holiday. This scenery also reflect capitalism behavior that employees should get his right as human being who needs time to work and fulfills what he expects.

Then *Mr. Krab* represents capital owner who has principle to invest as little as possible to benefit as much as possible, as *Adam Smith*'s statement about capitalism and profit (Wood, 1996, p. 104). *Mr. Krab* makes all powers and



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efforts to reach for profit as much as possible, even though damages and harms to other people.

However, on a deeper level, it is the ideas of the movie that drives the plot: the moral economy of Mr. Krabs, the possession of the physical of the money addicted. Therefore, a capitalist analysis is appropriate and important in understanding the hidden messages of how material possessions lead to wealth and ultimately empowers the owner to have control of those who do not have ownership. In this case, Mr Krab is running his business by his capitalist behavior. Of course, he manages his business to get profit as much as possible without thinking of his labor's life condition.

Thus, in the context of parody the attitudes and words are empowered to represent and give a particular effect to people who watch the movie. Because this movie has ideology that is delivered by using parody to reveal a ideology of capitalist that is formed and conceptualized in each character within movie and some words and dictions to satirize certain ideology in parody of *SpongeBob*.

So, based on this parody of *SpongeBob*, shows that creative parody does not only happen in changing, removing or developing the lexical or structure of words which is implemented in the movie, but it is potentially able to give new meaning in parody to viewers and is able to be discussed in many aspects of movie such as economic aspects like in this thesis to reveal a aspect of capitalism and explain new meaning from the parody of the movie. Because parody is created and produced without any sense and meaning surely, but it sometimes describes something or event which occurs in the environment and it can be



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recognized and analyzed by other people whom live in the environment where has same situation and condition.

Because of that, parody of three selected *SpongeBob* movie is very thick to contain capitalist behavior that becomes focus study of this thesis to know well what kind of parody that is implemented and used in the movie, and the meaning of the parody that is able to give a meaning of capitalist trough the movie.

Because value system, reaction, critical cognition generally become key term of parody, especially in this movie. The writer only chooses some movies from a lot of episodes in *SpongeBob* cartoon movie series which are appropriate with the topic. The selected episodes here is *Clams*, *Squid on Strike* and *Safe Deposit* those films represent parody of capitalism that will be discussed further.

Based on the explanation before, so parody of *SpongeBob* should be analyzed and identified in the scope of capitalism behavior in order to give clear illustration and parable which could be understood by viewers. Furthermore, the study is able to reveal true meaning of capitalist behavior within three selected episodes.

1.2 Problem of the Study

Based on the background of the study, the problem of the study in this thesis here is how parody of capitalism is depicted on the selected episodes of the Stephen Hillenburg's cartoon scripts *SpongeBob Squarepants*?



1.3 Objective of the Study

Related to the problems above, the objective of the study is to analyze how parody of capitalism is depicted on the selected episodes of the Stephen Hillenburg's cartoon scripts *SpongeBob Squarepants*.

1.4 Significance of the Study

Capitalism is a subculture that happens in society nowadays. Therefore, this study is important to know more about how cartoon movies reflect the capitalism lifestyle. This study use *SpongeBob* selected episodes script which shows about parody of capitalism in society. Hopefully, this research can reveal result about the parody of capitalism in the scripts.

CHAPTER II

REVIEW OF RELATED LITERATURE AND RESEARCH METHOD

This second chapter is used to present the related literature in conducting the research. This chapter functions to gain more information about the object and some relevant theory. It also states the previous studies and the research method.

2.1 Theoretical Framework

This study uses the capitalism theory to analyze the parody of capitalism that depicted on the selected SpongeBob short movies.

2.1.1 Capitalism

The word capitalism is commonly used to describe the social system in which we now live. It is also often assumed that it has existed, if not forever, then for most of human history. In fact, capitalism is a relatively new social system.

According to Boundless (2006, p.24) Capitalism has been the subject of criticism from many perspectives during its history. Criticisms range from people who disagree with the whole principles of capitalism, to those who disagree with particular outcomes of capitalism. Among those wishing to replace capitalism with a different method of production and social organization, a distinction can be made between those believing that capitalism can only be overcome with revolution and those believing that structural change can come slowly through political reforms to capitalism.



one of the colors of a literary works. A movie maker sometimes uses capitalism as their theme of works.

Capitalism can be delivered by using parody in order to be understood and entertains viewer through comic effect and exaggeration. So, parody of capitalism here refined as a media that shown the condition of society. People live in capitalism ideology and use capitalism as their daily. According to Marx, (Tyson, 2006, p. 62) the concern over the rise of a capitalist economy was a concern for the effects of capitalism on human values. In a capitalist economic system, value becomes impersonal. Its value is translated into a monetary “equivalent”—the word capital means money—and determined solely in terms of its relationship to a monetary market.

As Ole Bjerg’s thought (2011, p.2) that poker game expresses the worst aspect of capitalism and imitation of powerful and famous people, *SpongeBob Squarepants* cartoon with the issue of the contemporary popularity of cartoon also gives understanding to people about cultural expression, simplifies the core features of capitalism and its fundamental form. *SpongeBob* movie also makes the case that the cartoon should be treated much like other cultural phenomena, such as art and literature. While the discourse around cartoon manifested in law, morality, and politics has contributed to cultural ambivalence, *SpongeBob* cartoon deserves to be treated as richly culturally expressive. Following on Hassard and Holliday (1998) as cited from Rodhes and Lilley (2012, p.125) explain that television representation offers useful understanding that can be form of implicit critique toward capitalist such as cartoons form that give internal logic,



contemporary life representation and unpredictable meaning or ideology inside implementation of cartoon spirit. Therefore the relationship between cartoon, cultures, and social structures can be poured out into the parody, furthermore *SpongeBob* cartoon provides a philosophically informed that relates to capitalism, parody relationship to representation of contemporary and postindustrial capitalism. *SpongeBob Squarepants* cartoon is the work of social-cultural which bring the theme of capitalism as a parody.

2.1.2 Parody

The word 'parody', derived from the Ancient Greek word *parodia* ('*parodia*'), deals with the earlier use of an "imitating singer' or 'singing in imitation'. Along the many ages, there have many new understanding on the use and sense of parody (Rose, 1993). From Oxford English Dictionary Online (Baldick, 2005, p. 248) Parody (n.) 1. a. A literary composition modeled on and imitating another work, esp. a composition in which the characteristic style and themes of a particular author or genre are satirized by being applied to inappropriate or unlikely subjects, or are otherwise exaggerated for comic effect. In later use extended to similar imitations in other artistic fields, as music, painting, film, etc.

Parody is an imitation of a particular writer, artist or a genre, exaggerating it deliberately to produce a comic effect (Waite and Stevenson, 2011, p. 1043).

Parody is also defines as use and deviation of texts to creat and build literature work (Hutcheon, 1989, p. 222). In additon, parody is used to deliver author's idea and not to retell previous event and contains criticism. Cuddon (1981) as cited from



Flinkelpearl (2001, p.37) defines parody as the imitative use of the words, style, attitude, tone and ideas of an author in such a way to make them look ridiculous.

The effect of parody is artworks which accentuates each characteristics of parody and sources from a different culture and era. It gives impact in the movie such as performance, style, genre in sixties French homage and American cinema (Gehring, 1999, p. 18). Because the primary function of parody is to expose cliched thing that was formed in a way of comedy and ambivalent one but has aesthetic value and self reflective way to achieve its' target inside the structure so parody has experiences and develops since its inception (Blake, 2015). Thus, in parody could show two or more different elements of cultures which represent present time and combine past reality that has relation to present time situation and condition.

The humorous effect in parody is achieved by imitating and overstressing noticeable features of a famous piece of literature, as in caricatures, where certain peculiarities of a person are highlighted to achieve a humorous effect (Waite and Stevenson, 2011, p. 1043). However the humorous effect does not entertain only, but it has purposes to be delivered by many kinds of parody effect. The effect is also usually described clearly by author to make audiences are capable of determining messages or purpose of parody.

Parody is everywhere in contemporary modern culture. It runs through literature, theatre and television, architecture, film and even everyday speech. It is also at the heart of contemporary literary and cultural theory (Dentith, 2002, p. 2).

The object of parody is sometimes an individual work or a personal style and at



other times a convention, genre, or discourse. The devices parody employs are also of a highly varying nature. Sometimes irony and sometimes comedy created through exaggeration, understatement, or incongruity may be the devices parody heavily relies on (Korkut, 2009, p.11). In other word, here means that parody can be an idiom to hyperbole, consider insignificant, or uncertainty of something.

2.1.3 Character

Character is one of important elements that build a cartoon story. Even the quality of the story depends on the ability of the author to make the character alive. Character is implemented and hoped to be a natural or similar to real life (Kenney, 1966, p. 27), of course the character is aimed to look for attention and deliver messages as reaction and reflection of human being life. Because character is as reflected person and imagined who is expressed or told inhabits story (Kennedy, 1983, p. 45). There are some indicators to determine characterization such as attitude, manner of speaking and diction or choice of word (Guerin, 1966). The character has to be classified as well as possible by fullness of personalities and makes sure that it is not far from really character wich is played in role in certain story. A character is divided into two general descriptions concerning his representation in certain fiction, which are simple or flat character and complex or round character (Kenney, 1966, p. 28). However, the anlysis of character is limited toward literature aspect of intrinsict which can be looked in figure and reality of social life. A character known as simple or flat character, if the viewer can only see one side of the character. The author only gives a few details about these characters. In contrast, complex characters are viewable from all sides and



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 have a lot of details given from the author. Every literary works, movie or drama commonly uses character to show the messages of the story. The discussion of character is stated by William Kenney (1966, p.100), "it responds to the pressure of theme that the author shapes plot and brings character into being". This statement explains that character relates firmly to certain message inside and social life.

Based on the role, character in a fiction can be classified into major and minor. Hirschberg & Hirschberg (2004, p.55) said:

"A main character that can influence the plot of the story, it is formed as an individual who is capable of providing complex motivations and reactions to change in response to crisis or conflict in a way that makes them looks like a real person."

Then a minor character is a character that does not have a big role in changing the plot of a story and serves only as a complementary character.

However, *SpongeBob* parody character can be divided into some derivation of character which are explained by Corbett (Corbet, 2013, p. 7-9) such as from the unconscious, art or nature and real people. The unconscious character can be known from character of Mr. Krabs when he dreamt and imagined much money around him inside bank depository, whereas he was trapped in. He further realized that he was in and asked for SpongeBob's help to bring him out.

Meanwhile art or nature character of *SpongeBob* parodys is seen from the form of character naturally and its costumes such as Squidward represents one who is knowledgeable about working world, SpongeBob represents proletarian one who is innocent and does not know well about working world, and Mr. Krabs' character of capitalist that was reflected from his costum as rich man and attitude to be stingy to his daughter. Furthermore, the character of real people character



can be understood from the conversation among them that indicates capitalist and labor attitude who have interest in practicing economy behavior. These characters can be understood from the conversation or language as verbal communication in the movie and involves the perception of human being (Mandala, 2010, p. 119; Fileva, 2017, p. 421).

SpongeBob Squarepants is a cartoon movie written by Stephen Hillenburg. There are some characters here, SpongeBob, Patrick Star, Squidward tentacles, Mr. Krab, and Sandy. Those are can be the major character or the minor character based on the plot of every single short movies. The movies which are selected by the researcher are *Clam*, *Squid on Strike*, and *Safe Deposit*. Those selected movies put Mr. Krab as the major character. Mr. Krab in those movies will be analyzed with parody of capitalism theory which is very visible from the begining of movie until the end, especially in his behavior that reflects the parody of capitalism and the result or consequences of his behavior toward his two labors, Squidward and SpongeBob.

2.2 Previous Studies

There are two studies in relating with *SpongeBob Squarepants* short movies. The first is conducted by Ariani, in her academic journal article's entitled "*Spongebob square pants dengan ideologinya serta hegemoni amerika serikat*". She analyzed the Marxism Ideology of *SpongeBob*. She analyzed Mr. Krab as a character that represent a Marxism ideology. In her journal, she uses capitalism theory to analyze the only Mr. Krab character, and she also used only one short movie in her analysis.



character in general using capitalism theory. Teguh's academic journal article shows that some character in the movie is depicting capitalist ideology and the result of this research can help the writer to finish this thesis. Nevertheless, Teguh's study only analyzed the major characters and characterization in general, without taking a certain series or episodes.

In the journal, he did not analyze deeper in single character, but he described the critics in general. Although those researches and this thesis analysis use the same object material, the difference from this thesis is will be more specific in using capitalism theory with analysis parody in trascript of *SpongeBob* movie. Researcher in this thesis also chooses selected episodes to make the research more effective and clear. This thesis also addressed to those who want to enrich the knowledge about parody of capitalism and the way to analyze using this theory.

2.3 Research Method

There are four methods taken to conduct the research. The first is choosing some *SpongeBob* short movies as the object. The second is collecting the data. The third is analyzing and interpreting the data and the last is drawing conclusion.

2.3.1 Choosing the Object of the Study

There are three short movies transcripts of *SpongeBob* cartoon which are taken as the object of this study: *Clams*, *Squid on Strike*, and *Safe Deposit*. Those short movies are relevant with the problem in this research which is about the



Parody of Capitalism lifestyle reflected in selected episodes of Stephen Hillenburg's Cartoon Scripts *SpongeBob Squarepants*.

2.3.2 Collecting the Data

The data is collected by watching the three *SpongeBob* short movies of Stephen Hillenburg's Cartoon which reflect the parody of capitalism. Reading the books, essay or journal which is related to the issue to get more informations and knowledges concern actualization and reflection of parody capitalism which can be compared and analyzed the meaning through the script.

2.3.3 Analyzing and Interpreting the Data

There are two steps to analyze and interpret the data in this research. Those two steps are:

1. Analyzing the transcripts of *SpongeBob* cartoon by using the capitalism theory. The first step is analyzing the object by using capitalism theory. Capitalism as the first theory is used to analyze the meaning behind the script. In the second steps, comparison capitalism theory and script of *SpongeBob* movies that can be analyzed from the conversation which contains reflection of capitalism into scope of *SpongeBob* movie parody. Hence, This step is taken after the writer analyzes the meaning behind the scripts. In this study, the writer wants to analyze about the parody of capitalism shows in *SpongeBob* selected short movies.



2. Adding some character profile as the supporting information. As a common cartoon, *SpongeBob* characters have some informations and knowledges which reflect capitalism society behavior as actualization of movie parody. It will be used to support the information in this research.

2.3.4 Drawing Conclusions

After choosing, collecting, analyzing and interpreting the data based on theories and collect some evidences from the movie. The conclusion that will be concluded in this research is the result of interpreting data by using capitalism theory in parody of *SpongeBob* selected short movies.



CHAPTER III

FINDING AND DISCUSSION

Based on the problem of the study which was mentioned in the first chapter, in this chapter the writer tries to analyze how parody of capitalism is depicted on the selected episodes of the Stephen Hillenburg's cartoon scripts *SpongeBob Squarepants*.

By using capitalism theory, this chapter will reveal the parody which is reflected in the three short story transcripts, and then relate them to the society. As mentioned in the previous chapter that some selected *SpongeBob Squarepants* short movies is depicted capitalism ideology. *SpongeBob Squarepants* movie is one of cartoon which not only became an entertains but it may bring some messages. There are a lot of episodes of *SpongeBob Squarepants* but in this research it will be only three short movies.

3.1 Parody of Capitalist Ambition

In conducting this research, there are three *SpongeBob Squarepants* short movie transcripts which depicted the parody of capitalism. The first object of this research is a transcript of selected short movie entitled *Clam*. This episode is chosen because the plot of parody is depicted capitalism ideology. This episode shows how Mr. Krab as the major characters showing his happiness of getting his one millionth dollar. He then brought his employees to fishing as a reward, this journey getting worst, because SpongeBob here accidentally threw Mr. Krab one millionth dollar into a clam's mouth. The episode then showed how Mr Krab tried



to get his dollar back. He then gave his part of his body in lieu to the clam and got his dollar back. There are some parts in this episode that depicted capitalism ideology. The first data would be discussed in this conversation below.

SpongeBob : What's wrong with Mr. Krabs?

Mr. Krabs : (runs over to the counter) Nothing, lad! Do you know what this is?

Squidward : A very dirty dollar?

Mr. Krabs : No, this is my one millionth dollar earned! Every crab's goal in life is to make a million dollars, and now I got mine. Congratulations, sir, you have just given me my one millionth dollar!

Scooter : Ha, great. Uhh, what do I win?

Mr. Krabs : Nothing, now get out!

Scooter : Uhh, what?

Mr. Krabs : Get out! Everybody get out, you're spoiling me moment! (Pushes everyone out the door) Me millionth dollar.

SpongeBob : Congratulations, Mr. Krabs!

Mr. Krabs : Congratulate yourselves, lad! A captain's nothing without his loyal crew. I mean, a crew like you comes around maybe once in a lifetime. And to reward you for making me millionth dollar, I'm taking you on a trip.

SpongeBob : Wow, a trip!

SpongeBob Squarepants, episode "Clams" (01:07–02:07)

In the conversation there is a parody that produces comic effects in the form of partial interruption of one conversation with another and phrases that do not fit the placement. First, disconnected conversation is seen when SpongeBob asked Mr. Krab about what he showed to him but the question was answered by Squidward with an inconsistent answer with Mr. Krabs' purpose. Automatically Squidward's answer involved to create a comic effect to the viewers that it is not needed, because the person who had to answer was SpongeBob who was considered still innocent by Mr. Krabs. His innocence was exploited by Mr. Krabs



Krabs and SpongeBob which produces comic effects and explains that Krabs is proud of what he has.

The second phrase shifts the viewer's opinion so far, that there is a gap between the owner or the boss with the labor. But the phrase changed by making the workers or labor as a crew. Automatically, the shifted opinion creates and demonstrates Mr. Krabs' cleverness in controlling the emotions and attitude of his labor, so that the viewers who know the phrase as if they can say "it is really-really something or it can be" Mr. Krabs favored his labor even though in reality it was not appropriate and labor was only a means to fulfill his ambition goals.

Thus, the word "loyal crew" creates a comic effect that can make the viewers laugh or salute with Mr. Krabs seduction. Moreover, the expression looks exaggerated which is one element of comic effect by using the word "once in a lifetime". In fact, looking for a labor as SpongeBob for him is an easy thing to say as a loyal crew and gotten whenever he wants.

Both words are evidence of Mr. Krabs' treatment and ambition. Krabs who reflects the perpetrators of capitalism to make loyal crew is one of the influential factors in capitalist production. Therefore, the parody if it is analyzed relates to capitalism, it will not be separated from the ambition of capital owner and labor to produce profit, production or money.

In the conversation above can be seen the word "loyal crew" used by Mr. Krabs. The using of those words becomes one of the evidence of capitalism ideology in this movie. Loyal crew is one of the influential factors in capitalist production. In this short movie, the loyal crew represents Squidward and



SpongeBob character which were unconsciously exploited by Mr. Krabs. In Krusty Crab, there was nothing valuable than money for Mr. Krabs, and that is why in the beginning of the short movie, Mr. Krabs after getting the millionth dollar, asked his crew to go out of the work.

However, labor-power could be defeated by the owner of capital and factory or business. Hence, the owner pursued his self to make better than before in conducting the business by ordering the labor-power makes some breakthrough to reach for more profit, even though labor-power use fresh or unusual efforts to realize what the owner wants. So, to reach for profit or desired purposes, fresh or unusual effort must be attractive to make sure people that the presented product has better quality, low in price and different from others.

Thus could be understood clearly for the second data from this movie namely the conversation between Squidward and Mr. Krabs. The greedy Mr. Krabs madly wanted his dollar back. He forced his worker to do anything to bring his dollar back, even tried to make them as a bait to make the clam coming out. When the clam was coming, Mr. Krabs jumped into clam's mouth.

Mr. Krabs : So, you thought you'd skip out on old Krabs, did ya? Even after you promised to help me. I know what you're thinking. "It's just a dumb old dollar. Let's just leave the old man. He won't notice." (sobs) Well, it's not going down like that. There's only one use for a backstabbing crew like you. (scene cuts to Mr. Krabs hanging his line over the boat. SpongeBob and Squidward are attached to the line) Live bait.

Squidward : You're crazy. If that clam didn't come before, what makes you think he'll come now?

Mr. Krabs : (dressed up as a conductor) Oh, he'll come. (opens up the doors to the orchestra and begins to play the ominous music)



not come greeted with ominous music is excessive and funny feeling. Thus, it shows that the perpetrator of capitalism does not care about the environment, he only cares for himself to achieve what he has aspired. Furthermore, his ways can use everything around him, despite of sacrificing others.

Furthermore, the crazy expression toward Mr. Krabs is considered as a joke by him, but it is taken seriously by his labors by saying he has worked a full day and is conscious of what he says. But the madness of Mr. Krabs is proven by the arrival of a giant clam who is walking closer to his bait even in his imagination, so he laughs alone and is considered insane. It means a description of Mr. Krabs desire is contrary to the reality experienced by his both labors, so this produces a comic effect.

Comic effect was felt again when Mr. Krabs called the bait (the desired profit) with the phrase "fresh meat", a phrase that is too much for giant calm. Here is Mr. Krabs' ambition that represent capitalis are very visible and ignore others though considered a sad thing because of imagining something that is not real.

Therefore, the phrase "you are crazy" and "fresh meat" is excessive, while creating a comic effect based on imagination that is formed by Mr. Krabs. The bait effect created from his labors (in imagination) and the target that is dream to achieve in the form of giant calm, is an illustration of class stratification in a capitalist economy that can cause the audience to be better understand and create a comic effect.

The opinion was denied by Squidward, representing the workers who understood the situation and condition around, consider him "crazy man" because



Clam as a customer actually had the potential to provide benefits. The "crazy" statement from worker or labor speech is unfeasible and disrespectful thing to the owner of business. "Crazy" reflected some one who did something without thinking and considering. Nevertheless, the statement did not seem to be a big problem in the relationship and communication between workers and business owners, so the attitude that was applied by him is "dressed up as a conductor". Furthermore, Mr. Krabs' silly thought as a business owner in welcoming guests or customers who came by opening up the doors to the orchestra and music. But the music was not lovely or good music, but ominous music that might reflect his desire only without thinking of guest's or customer's desire, needs, and giving appreciation to them.

The attitude of arrogance and unwillingness to listen to other people opinions, were evident in Squidward's words to Mr. Krabs that he worked all day with Spongebob, indicating that he knew his surroundings more than what Mr. Krabs perceived by telling him "out of your mind" which was actually capable of creating anger or conflict in the communications between workers and owner, but it was considered a joke by Mr. Krabs with his response to giggle, so without regarding to anything that happened and applied in Krusty Krab, squidward and spongebob asked giant clam to take him out.

The conflict between Squidward as a worker and Mr. Krabs as a capitalist and business owner, told unharmonious communication, even the application of humorous communication to business owners by using inappropriate words like "you are crazy and you are completely out of your mind!". But the conversation



was glimpsed as if there was no conflict between them, namely through their attitude to ignore each other.

Furthermore, the word "fresh meat" is entirely explained for the fresh meat in literal meaning (in this case, a giant blue-lipped clam) but in the capitalist production, fresh meat here is metaphorically explained as the something tempting which is literally can add the amount of the wealth of the owner of the production. This fresh meat can be really hypnotizing the capitalist people.

The phrase "fresh meat" although was considered an interesting thing for customers to buy and own it, but the implementation to sell it was not as easy as the estimates. It was done with full of struggle by Spongebob and squidward as workers so that "fresh meat" could be sold and produced a profit that actually ended to give Mr. Krabs as business owner profit or advantage only. The difficulty of selling fresh meat was not done in Krusty Krab but by screaming as they try to wiggle back and forth to avoid giant calm. This parable seems strange because it didn't show the actual transaction process, but the same goal is to sell their fresh meat and get a profit.

Furthermore, the any form which was done by workers was for the owner only seen with greediness in capturing the opportunity to earn a profit dollar by jumping into giant clam directly to take dollars. Apparently, Traffic owner was not necessarily exceed the ability of workers to produce and obtain profits. This evident was known clearly from Mr. Krabs recognition against the results made by his workers from his words "I finally got it".



Another data in this movie is in the last scene of the transcript. Here can be seen how Mr. Krabs gave his part of his body in lieu to get his dollar back. Not only making his loyal worker as a fish bait, he also made his own body as a wager.

Mr. Krabs : Hello, boys!

SpongeBob & Squidward : Mr. Krabs? (Mr. Krabs' head is above the water)

Mr. Krabs : Have you boys met... (holds his millionth dollar up)
...me millionth dollar? (chuckles)

SpongeBob : Wow, how did you get it back?

Mr. Krabs : It wasn't easy. Old Blue Lips is quite the fighter, so, eventually, we settled on a trade.

SpongeBob : What did you give him? (Mr. Krabs jumps up on the boat, revealing himself as only having a head and an arm)

Mr. Krabs : Nothing important. (laughs)

SpongeBob Squarepants, episode Clams (11:02–11:22)

Mr. Krabs' imagination is expressed by a trade or business struggle. Obtaining the desired target is said to be not easy. Affairs that are undertaken by him should not be known by his labor so as to put forward his own happiness without thinking about the other people situation. This is implied by the word "nothing important" which reflects on previous words about his struggle so as to establish trade. But his saying "nothing important" is an expression of exaggeration, because what he gained from trade was a profit and a lot of money, including paying his workers which was considered as his achievements from trade so far. But this was as if he denied it by his expression "an important thing" that could not be given to others whereas it was one form of his gift to others. This is more clearly visible through his words which revealed himself to have a head and an arm. It means that he did not give anything but only explained all obtained



achievement was because of the hard work which had been done and implemented well (the meaning of the expression of the arm) and the patterns of arrangements, systems and applied management and the strategy of getting as much profit as possible (meaning the expression of the head), namely everything that could be created because of the results of his intellect and manner of thinking.

The using phrase “Nothing important“ here relates to what Mr. Krab thought he could do anything for money even when it came to the idea of giving his part of body yet it is also the main point of the capitalist production. Money was the only one and thing that affected Mr. Krab in living his life. He only cared about money and nothing else matters. This is what the capitalist think about itself, that nothing important than how produce money much more. “Capitalism is religion. Banks are churches. Bankers are priest. Wealth is heaven. Poverty is hell. Rich people are saints. Poor people are sinners. Commodities are blessings. Money is God” (Miguel D. Lewis as cited from Rivu, 2015).

3.2 Parody of Capitalist and Capitalism’s Power

As mentioned in previous chapter there will be three short movies transcript will be discussed in this research. The second short movie transcript is from *SpongeBob Squarepants* episodes entitled *Squid on Strike*. In this short movie shows that Mr Krab used his power and oppurtunity reduced labor’s salary because of doing some ordinary things in working such as lollygagging, chewing and others. Squidward was the main character who did absolutely unfair thing to pursue SpongeBob to go on strike, SpongeBob firstly was not recognizing the meaning of going on strike that could cause harmful in work until getting fired.



proved that money is primarily a medium of exchange evolved spontaneously from barter for the purpose of minimizing transaction costs.

Mr. Krabs' song about "money" by using instrument discloses and determines that money is instrument which fills the whole life and has function to facilitate exchange. It is also as tool to extend all transactions of economy because according to capitalist like Mr. Krabs', money is fundamental thing that has many instruments to be played to produce other money as capitalist's desire. Because ownership of money is one of measurement to creat profit and run the wheels owned business, so capitalits considers the extension of transaction in money also as means of payment and intermediation function.

Further more parody of money as instrument and measurement is further expressed by Mr. Krabs, "*What?! Profits down three dollars from last month!*". Hence, he played the instrument of his business at Krusty Krabs and thought a lot how to develop and raise its' income to continue his business, because of getting profit and managing business to be alive is his right which must be fought for firmly.

Thereby, money becomes real form object of capitalist, then furthermore it is used to realize and fulfill the purposes of capitalist which is described and proven by profit as the last purpose of capitalist. So that profit description in conversation above was also what Mr. Krab wanted to earn much more and effortlessly. Getting the more profit and taking less effort would make Mr. Krabs much wealthier without any worries in giving thing in back. According to Henry Hazlitt (1993, p.86), profits are closely associated with the concept of private



property. By definition, an individual only enters into a voluntary exchange of private property when he believed the exchange benefits him in some psychic or material way. In such trades, each party gains extra subjective value, or profit, from the transaction.

In capitalism the surplus is labeled as “profit”. More concretely, profit can be known and ensured by calculating revenue and reduced cost. Revenue is what the firm has earned in income. In most cases, this income comes from selling the goods and or services that the firm sells to customers. However, the main goal of capitalism in business is to obtain profit as much as possible for its owner by any manner that can be done to complete capitalist behavior which is applied by its owner. So, labor is small means in capitalist’s thought because labor firmly needs job and capitalist behavior is able to look for other better labor.

Meanwhile his utterance “*I got to start running a tighter ship around here!*” confirms managements of capitalist economic which has objectives in one side as the perpetrator of capitalist business to express his freedom in managing and realizing a balance of business. Hence, individual right in his utterance proves his dominastion to reach for individual purposes, although defeating other people, therefore his expression explains to emphasize his self.

Then, that utterance proves his spirit and discourse to think of economy future which must be anticipate to cover his needs of life and his circulation of capitalism behavior. The words “I got to start” is his confidence as capitalist to compete among many implementors of economy and become typical character of capitalist to explore and exploit everything around him to enrich him self as his



expression “*a tighter ship around here!*”. “ship” is his business, “a tighter” is his effort to manage business well to achieve his purpose, and “around here” is his confidence and belief that he is capable of making rich by exploring and exploiting everything around him to satisfy and fulfill his desire.

Mr. Krabs : Hmm? SpongeBob! I ain't paying you to play dress up! [*Squidward becomes exasperated, and takes a deep breath*]

Mr. Krabs : Breathe on your own time. I don't pay you to breathe.

Squidward : You hardly pay us at all!

Mr. Krabs : Oh, that reminds me. I got something for you. [*He hands his employees envelopes*]

Squidward : Ah, yes! Our meager restitution. [*He takes the envelope and smells it*] Ah, the sweet smell of payday. [*He opens it and enclosed is a pair of underwear*] Huh?

Mr. Krabs : Oh, sorry, that's me dry cleaning. [*Trades envelopes with him*] Here's your check.

Mr. Krabs : And here's yours, SpongeBob.

SpongeBob : I can't accept your money, Mr. Krabs. Grilling is my passion!

Squidward : What is this!?! [*He sees that there is a bill instead of a check. It charges Squidward for breathing, talking, standing, existing, lollygagging, and chewing*] You're making me pay you to stand at the cash register? What is the meaning of this? Have you gone off the deep end?

Mr. Krabs : There's going to be a few changes around here. Every time I catch you two goofing off, I'm gonna charge you for it.

[*SpongeBob walks up to Mr. Krabs, preparing money for him*]

SpongeBob : 18... 19... and... 20. Here you go, Mr. K. I think this should cover all my nonsense. Oh, and here's an extra fifty cents for when I was tying my shoe.

SpongeBob Squarepants, episode Squid On Strike (00:42–01:47)

Statement related to the payroll model that was made by Mr. Krabs provides a stimulus to the viewers that actually does not need to be disclosed, but this causes comic effect in the conversation, moreover the payment model



complicates his labors so that what he received is expressed as a sweet smell of payday which is actually an expression of regret but affects the parody effect in the conversation.

The funniest thing in the conversation is expressed through a bill instead of a check which contains bills of trivial matters like talking, standing, lollygagging and chewing for Squidward, which in fact does not need to be revealed in the workplace. But in order to criticize the professionalism that is mean by Mr. Krabs, then it becomes a matter of course for him. Therefore, with the individual behavioral description in the conversation reflects a critical parody and there is a comic effect. Furthermore, the payroll model of the owner of capital and the receipt of payment by his labors can be analyzed in relation to capitalist in the parody.

In the scene above could be seen how Mr. Krabs character having capitalist characterization, it could be concluded by looking at how he treated his worker. The greedy Mr. Krabs got mad because his profit was getting down even only three dollars and he wanted his worker payed him for taking breathe, talk and some nonsense things. Here also mentioned by Squidward that Mr. Krabs did not pay his worker at all. It could be concluded, as owners he could do anything he wanted including treating his worker unwell.

SpongeBob reflected what the labor felt about them in capitalist production. It was also portrayed how they valued themselves as the object of the production. These labors, in this case, SpongeBob let himself treated as an object. Mr. Krabs here, as the owner of the production, tried to value his crew as low as



he can, and got many advantages which can be seen in Mr. Krabs utterances. Mr.

Krabs' capitalism thought pursued him to explore his potential of resources to fulfill the satisfaction of economy without caring about who was exorted eventhough it creates social gap. Hence, the problem of social gap was represented from SpongeBob and Squidward attitude to refuse and consider Mr. Krabs behavior was unfair. This situation is expressed from "*I can't accept your money*" and Squidward's disclaimer, "*what is this!?!?*".

Payday is labor labor income everyday, then it may be inconsistent to get payday in nominal amount that was paid to labor daily because this behavior of capitalism is to satirize similar capitalism application in each factory or business which implement capitalism. Hence, the following words "*what is this!?!?*" is as form of labor distrust to the owner of business or factory and as labor expression to prove everything during working for him and provisons of received payments so far.

In the other hand and as the fact, labors and any social stratification need to fulfill their daily needs which could be gained by working only. Then, based on their jobs, could obtain wage as needed, eventhough the wage was far from the expectation. However, labors' burden of life could be decreased by the wage. However, the reality of labor and social stratification could be time breaker for unfair capitalist economic process so every efforts could be made to meet their needs within a certain time by using justice argument or government policies that have been set toward labor work place. The condition of labor could be understood and analyzed from conversation below;



Squidward : *We've got to unite as workers and demand the respect we deserve from the boss!* In fact, you and I should go on strike!

SpongeBob : Wow! You and me go on strike?

Squidward : Sure! After all, you like your job, right?

SpongeBob : Right!

Squidward : Then let's go on strike!

SpongeBob : Yay! A strike! *[He starts to sing excitedly]*

♪Goin' on a strike! Goin' on a strike!♪ I still don't know what a strike means. ♪But we're goin' on a strike!♪

SpongeBob Squarepants, episode Squid On Strike (02:00–02:32)

The conversation is very strong with the attitude taken by the labors against the treatment of superiors to them. The attitude which is formed an attempt to going on a strike, but it is only mobilized and done by two people.

Thus, automatically describes the pique of labor and create a comic effect with certainty! Moreover, going on strike was done by SpongeBob but he did not really know the function and purpose of going on strike. Furthermore, going on strike was implemented by two labors only and did not obtain support from other people to determine and realize what Squidward wanted to going on strike.

The imbalance of understanding about going on a strike and acceptance of its term to be done in the field is unique thing and forms a perception about the way between two labors, one of them considers it as a pleasure to sing it. So going on a strike is considered as something that can change their lives. Therefore, the effects of conversation that created by the conversation show their point of view is the way that creates a comic effect. Furthermore, the conversation can be analyzed based on parody related to capitalism.



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The satire that seems to understand the intention and purpose of going on strike is SpongeBob's expressions that represent as people who has not so much experience of work and professionalism in work because he illustrates the innocent and proletarian, "wow! You and me go on strike?". This is clearly seen through SpongeBob's assumption of being ignorant about going on strike, which is considered to be a process of getting a good job, through his answer "Right". Furthermore, it is considered only as an instrument or process to develop the work to be better than before so as if, going on strike is an interesting thing and should be done.

The conversation between Squidward and SpongeBob is a description and a sincerity for the bottom level in capitalism economy about process of labor to take part and follow the capitalist practice. The insinuations contained in the conversation reveal that not all going on strike actors understand the intention and purpose, even as some actors of going on strike are just followed-up because of invitation from colleagues. Criticism in this parody also gives a strong consideration about going on strike that is thought capable of changing workers lives, especially in terms of income and economy, not necessarily according to their desired demands. However, power in the implementation of capitalist economy is a difficult thing to be inflated and dropped only through the mechanism of going on strike only. Even the desire or the workers' dream in relying his life in a company or place to work for better, as Squidward expression against SpongeBob "sure! After all, you like your job, right?" is just a figment in the capitalist world because there are class differences among society.



Hence, every factory usually demands labors to have self belonging attitude or loyalty toward their work place but the owner is uncertain to watch out labors carefully about their expectation. Whereas, the labor's loyalty is so needed to drive the wheels of factory or business eventhough the form of loyalty could not be measured in wage or salary only, but demands more appreciation as a pride and achievement of work and the millieu of work that supports labor to finish the job as charged. The existance of loyalty could pursue and create positive effect such as raising work satisfaction, work spirit, work performance and willingness to be loyal in work place. Therefore, loyalty create quantity and quality of work.

Mr. Krabs : Oh! Uh, evening, Mr. Squidward. Uh... I was just in the neighborhood and I, uh... thought I'd drop by to... beg you to come back to work! The Krusty Krab is a wreck! I'm ruined without you and the little yellow guy. [*He grovels at Squidward's feet*] The teenagers I hired is ruining the place! And the worst part is, they won't leave me alone!}}

Teenagers : Alright, Mr. Krabs!
[*They give him the thumbs up*]

Mr. Krabs : See what I mean? Squidward, please, you got to come back.

Squidward : You'll give us anything we want?

Mr. Krabs : Yes, anything. So what do you say, Mr. Squidward?

Squidward : Your story breaks my heart, Mr. Krabs. Why don't we take a little walk and, uh... discuss my terms.

Mr. Krabs : I got a bad feeling in the pit of me wallet.
[*Cut to Squidward and Krabs, now fully dressed, walking to the Krab at dawn*]

Mr. Krabs : Well, Squidward, those were intense negotiations.

Squidward : I'm glad you saw it our way, Mr. Krabs.

SpongeBob Squarepants, episode Squid On Strike (08:55–10:32)

The creation of a funny effect in the conversation can be understood through Mr. Krabs' request for his two labor to came back to work again eventhough he really applied his capitalism way of business. Then, another funny



effect is in a labor request in order that his boss give him whatever he wants, whereas his professionalism and work are not well-known.

Both funny effects seem to indicate that labor capability is very meaningful for a capitalist to find and reach his goal, even if it has to pay a high price. But as a labor, Squidward remained cautious about what his boss did at the time. Therefore, the critical effect in this parody shows the level of worry from a labor that anything which was promised or discussed between labor and the boss must reach a clear agreement. Thus, labor can also be used as a commodity that has value, it is also for himself and others.

Frederick stated that labor is a commodity, like any other, and its price is therefore determined by exactly the same laws that apply to other commodities. In a regime of big industry or of free competition – as we shall see, the two come to the same thing – the price of a commodity is, on the average, always equal to its cost of production. Hence, the price of labor is also equal to the cost of production of labor. But, the costs of production of labor consist of precisely the quantity of means of subsistence necessary to enable the worker to continue working, and to prevent the working class from dying out. The worker will therefore get no more for his labor than is necessary for this purpose; the price of labor, or the wage, will, in other words, be the lowest, the minimum, and required for the maintenance of life.” (Engels, 1969, p. 81-97).

From this criticism, according to Böhm-Bawerk in (Blaug, 1997, p. 232) the whole value of a product was not produced by the worker, but that labor could only be paid at the present value of any foreseeable output. Therefore, in



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 understanding the workers there are different perspectives as explained before, but somehow labor is a major element in economic activity to achieve economic goals such as money and profit, so that workers can be placed as commodities in this regard. However, the ability of the workers as described in the above parody should be rewarded for the owners of the workers or owners of capital in order to do what they do in the economic activities accordingly and to create a conducive economic environment for both workers and owners of capital.

3.3 Free Will of Capitalist

This short movie script entitled *Safe Deposit* will be the last short movie that discussed in this research. This episode is shows about how Mr. Krabs as a major character here over-obsessed in getting an interest from the bank. He then makes a deposit only a penny but is anguished. While saying goodbye to his penny, he fell down to a room full of money. Mr. Krabs then hallucinated and imagined himself on a beach with a woman made of money. SpongeBob and Patrick tried to get Mr. Krabs out from the bunker and after he could get out, Mr. Krabs was angry that the bank did not even gave him his free interest, but got another penny thrown at him.

In this movie the character of Mr. Krabs was drawn as obsessed money characterization. He wanted to get instant interest from the bank easily. He also did not care even have to stay inside the bunker of the bank. He loved to stay inside the bunker without thinking about his real life outside. In this subchapter would be discussed further how the parody of this episode is depicted capitalism ideology.



Johnny Elaine: Witnesses are flunking around the unveiling of Bikini Bottom's newest bank: The Bank of Bikini Bottom Bank.

Mayor: *[cuts the ribbon]* The first one hundred customers who joins Bank of Bikini Bottom Bank will receive instant interest on their deposit.

[the view shifts to the Krusty Krab with Mr. Krabs spitting soda at the television screen]

Mr. Krabs: "Instant interest"?! Well, that's practically giving money away! *[runs to SpongeBob]* SpongeBob! You're in charge while I run down to the Bank of Bikini Bottom Bank! I gotta get down there before they run out of dough! *[runs very fast out of the Krusty Krab and into the Bank of Bikini Bottom Bank]* Money, here I co... Huh? *[looks around at all of the customers getting their money out and starts speaking gibberish]*

Nancy Suzy Fish: Thanks for banking with Bank of Bikini Bottom Bank! *[takes out money]* And here's your instant interest. *[gives the customer money]*

SpongeBob Squarepants, episode Safe Deposit Krabs (01:03–01:52)

The instant interest statement is an interesting thing for Mr. Krabs as capitalist, so he came to the place intended to generate more instant interest.

However, the funny thing is Mr. Krabs told SpongeBob to take responsibility for what Mr. Krabs to get instant interest in Bank of Bikini Bottom Bank. Next, Mr.

Krabs considered instant interest as a tantalizing thing and easy-to-get so he has termed it as "dough".

Instant interest here that belongs to Mr Krabs was what he thought all the day. To get the more money effortlessly is Mr. Krabs dream. When money was all he thought about, no one or nothing could replace the value of the money. So

Instant interest describes capitalist's desire for gaining maximum profit without thinking about production cost or labor anymore and make all profit to be deposited to make much money by easiest way. Hence, Mr Krabs behavior that belongs to capitalism, is not interested and does not need morality or human



quality, because 'instant interest' creates higher profits. Furthermore the identity of capitalism is the best moneymaking machine.

He thought that he could get money by taking an easy way. Only by putting some penny into the bank, and he could get another free penny. Getting easy free money was only what he thinks the most when he got in to the bank. He did not think about any other else but getting instant interest.

Nancy Suzy Fish : Okay. You want a safe deposit box then?

Mr. Krabs : Oh, yes! Penny will have one of those!

Nancy Suzy Fish : Uh, this way please. *[leads Mr. Krabs to a bunch other safe deposit boxes. She then is about to open one of the boxes to put his penny in]*

Mr. Krabs : Wait! Can it...have one moment with me penny? Alone?

Nancy Suzy Fish : *[sighs]* Make it quick. We're closing in five minutes. *[walks off]*

Mr. Krabs : Oh, penny...I'll miss...*[sniffles and starts crying]* It's inhuman I tell ya! Penny, penny...one last kiss goodbye. *[gets into the safe deposit box and his female clothes falls to the ground. He goes back to using his regular voice.]* It's just you and me now little penny! It's a wee bit cramped in here!

Nat Peterson : *[walks by and notices the box open]* Oh, well that looks secure...*[closes the box and Mr. Krabs goes flying into the safe. Nat then locks the box]* Were you people trained in a barn? *[Walks off]*

SpongeBob Squarepants, episode Safe Deposit Krabs (03:27–04:19)

Safe deposit, which was used to safe the money, affected Mr. Krabs. It provided safety for the valuable thing that is money. Mr. Krabs always thought about his money and tried to keep them safe no matter what. He wanted to take his valuable thing into a very safe box, but he could not easily leave his only penny in the bank. His money obsession was making him out of mind.

His obsession led him to make ambition of capitalist behavior that made everything in front of him was market that could be transacted to earn



materialism, because Mr. Krabs as capitalist behavior and ambition viewed the life and everything around him was materialism which might get it by any efforts, even the efforts were unusul as described by Mr. Krabs camouflage to be woman. His behavior was like his trust to make freedom of gaining materialism without any limited so it created stratification of life between him and his labor (SpongeBob and Squidward). Meanwhile in his mind, Nancy Suzy Fish was also as comodity and marketable who might lead him to make wealth and prosperity or to gain much profit. However, his thought about wealth and prosperity was false because the system that was faced by him, was actually bigger capitalist behavior than his capitalist behavior. So conversely, he actually offered him self to be bank's consumer, then automatically he had to obey the regulations and became lower stratification of capitalist behavior before bank.

Nevertheless, both of Mr. Krabs and Bank system had each interest to manage everything in order to produce profits. Mr. Krabs as small capitalist expected from safe deposit could produce much profit and learn situation as chance to look for other interest. Then bank's system, made regulation that was implemented by its labor, Nancy Suzi to encourage people to save deposit as much as possible so bank could take some advantages from safe deposit and achieved other bank interest. The description of bank interest could be looked in this words "*[sighs] Make it quick. We're closing in five minutes. [walks off]*", because of forcing him was for emphasize to follow bank regulation and save deposit quickly. As for description of Mr. Krabs interest was seen in his words, "*Oh, penny...I'll miss...[sniffles and starts crying] It's inhuman I tell ya! Penny*",



because by safe deposit he was going to get profit easily without working hard, ordering labor and paying for labor.

Mr. Krabs: You look absolutely stunning tonight, Mrs. Greenback. Waiter! *[snaps fingers] [speaks as waiter]* Oui, oui, monsieur, what can I get you and zee lady tonight? *[back to regular speaking]* The lady would like to start with a million clams. A side of investments, and hold the taxes. I'll have the same. But with extra no taxes. Eh. Such a friendly fella. Good lookin' too. I'm almost gonna regret not giving him a tip. *[cell phone rings]* Hello?

SpongeBob: Mr. Krabs? Are you okay?

Mr. Krabs: I'm fine boy! In fact, I'm dancing with a beautiful lady.

SpongeBob: Oh, that's nice.

Mr. Krabs: Yes, and she's made entirely out of money.

SpongeBob: What? Where are you?

Mr. Krabs: I'm locked in the bank vault, and having the time of me life. Oh, and I think I'm running out of oxygen, and it's making me lose me mind.

SpongeBob Squarepants, episode Safe Deposit Krabs (06:08–06:53)

Mr. Krabs' Imagination against money that can be changed in accordance with his wishes is a very interesting parody aspect. Indeed money can make a person to realize all his desires. However, his imagination instead forgot his locked presence in the bank vault. Thus this comic effect is formed by itself based on Mr. Krabs' speech in the movie. After all, the imagination to have it all faded with the reality at hand. That fact is awakened through another person (in this case

SpongeBob) which represents an innocent and honest labor, so Mr. Krabs realizes that it is a fantasy and he is locked and begins to run out of oxygen. Mr. Krabs' behavior can be understood the parody that relates to capitalist and it has comic effect.



Mr. Krabs' utterance "*You look absolutely stunning tonight Mrs. Greenback*" was an expression of free will and capitalist characteristic which were committed by the capitalist toward the desired achievement. The achievement was expressed through his utterance and depictions in the movie in order to get as much profit as possible in any way, even though it must break through established rules, as depictions in the film by breaking through the bank vault.

The comic effect element in the conversation was made by Mr. Krabs that indicate free will and characteristic of capitalist were seen in his behavior that had made money as everything he wanted to be like windows, chairs, tables, even a woman that were made from money. Moreover the conversation between Mr. Krabs and Mrs. Greenback whom was a female form that was made from money and invited to make conversation with Mr. Krabs.

The comic effect confirmed that a capitalist was brave to do any effort to make him happy and earn a lot of profit, especially money. With his free will and strong characteristic without the intervention of the others (even the government) so capitalist that is shown through Mr. Krabs' behavior was capable of doing anything until not aware of his existence and his environment. This was seen or could be looked in setting where he was actually trapped in the bank vault. Then he has just realized what he was doing was out of his ability, even harmed him, so he didn't not realize his existence and almost ran out of oxygen.

Therefore, the exaggeration of parody besides being shown in the formation of money in various forms according to Mr. Krabs' desire who portrayed as a capitalist, was his desire and ambition to invest his money as much



as possible with no taxes, even wanted to get an extra profit as expressed by Mrs. Greenback. It means that the capitalist parody that is shown by Mr. Krabs besides the ambition to earn profit as much as possible, also showed that capitalism was able to spread the aesthetic values that had penetrated to be practiced in everyday life.

Part of parodies that is shown other exaggerations were seen in Mr. Krabs' utterance "I'm fine boy! In fact, I'm dancing with a beautiful lady". Whereas his position was locked in the bank vault, but according to him, as description of a capitalist, considered his existence was not serious problem because what he faced was an advantage or profit which could satisfy his desire freely by using owned money, although it could harm others. Which was illustrated by the effort to take all the money belonging to bank customer, even for himself, because his efforts to make a profit or money make him had to take and get a comparable risk or big risk.

Mr. Krabs: You know, boyo. Through this whole ordeal, I've learned a little something about greed. A little something about isolation. Heh. Even a little something about love. And you know what I realized through it all?

SpongeBob: That you can't put a price on freedom?

Mr. Krabs: Barnacles no, boy! I realized that they didn't pay interest on me deposit! [*shakes fist*] Hey, you cheapskates! Gimme me interest! [*penny is thrown at Mr. Krabs*] Well. What do you know? I doubled me money. [*laughs as the episode ends*]

SpongeBob Squarepants, episode Safe Deposit Krabs (11:16–11:48)

Alienation or isolation is lack of freedom right that is shown how Mr. Krabs used to think about his money greedy. It relates to Mr. Krabs saw his worker as he finally experiences in banker box. The workers were trapped in the



system that created. According to Karl Marx, capitalism is a system that endlessly promises people happy and self-fulfilled lives. The reason why capitalism generates alienation is that it is an economic system in which a small minority controls the means of production, and in which most people can survive only by selling their own labor power. Workers under capitalism have to work for someone else. As a consequence, Marx argues that work has little or no intrinsic worth for the worker—as he puts it, “it is not the satisfaction of a need but a mere means to satisfy needs outside itself.” (Phil Gasper, 2008)

While capitalism continues, however, labor will continue to be alienated. In the *Economic and Philosophical Manuscripts of 1844* (1961), Marx discusses various aspects of this alienation. First, workers are alienated from their product. What they produce does not belong to them, and the particular characteristics of what they produce are of little concern to them. All that matters is that they get paid a wage. Second, workers under capitalism are alienated from their own productive activity. They typically have no control over that activity, and it does not express their own goals or projects.

3.4 Parody of Labor Characteristics in Capitalist

This sub topic dicusses about general capitalits behavior toward labor as commodity or means to produce commudity. This also describe other labor behavior toward the owner of capital who implements capitalism. Therefore, firstly it can be understood from the parody below that is focus on labor situation and condition.



Squidward : Thank you for choosing the Krusty Krab. Here's your change. [*Gives Martha a dollar, and she walks off. Mr. Krabs approaches him*]

Mr. Krabs : Mr. Squidward!

Squidward : What?

Mr. Krabs : What's with all this "change" nonsense? [*SpongeBob walks over, knotting his tie*]

SpongeBob : Over and under, grab the end, put it through here, up and around, round the horn, bring it back home.

Mr. Krabs : Hmm? SpongeBob! I ain't paying you to play dress up! [*Squidward becomes exasperated, and takes a deep breath*]

Mr. Krabs : Breathe on your own time. I don't pay you to breathe.

Squidward : You hardly pay us at all!

Mr. Krabs : Oh, that reminds me. I got something for you. [*He hands his employees envelopes*]

Squidward : Ah, yes! Our meager restitution. [*He takes the envelope and smells it*] Ah, the sweet smell of payday. [*He opens it and enclosed is a pair of underwear*] Huh?

SpongeBob Squarepants, episode Squid On Strike (00:28–01:02)

The first sentence in words “*here’s your change*”, Squidward shows his excellent service to get customer’s trust. But what Squidward did as labor was considered by Mr. Krabs something less, even nonsense that it is not important to give customer change, quasi Mr. Krabs expected the change was freely given by customer to the Krusty Krabs, and of course his profit would raise even though that behavior sometimes made labor confuse. Then labor confusion or dismay was expressed in words “*what*” because as far as labor knows there was no false thing to give customer change as usual.

Mr. Krabs' thought over change was an implementation of the definition of commodity, that is everything that is outside individual which is based on the product quality and able to satisfy the individual (Marx, 1989, p. 125). Thus,



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creating thought in Mr. Krabs as a capitalist actor that something or product has a use value, can be swapped for the better and more profitable for him. Therefore, this use value can be exchanged and achieved-producing use value- by labor. This fact shows that the labor if faced toward the use value doesn't works only, be active and be creative, but that makes him as a tool or machine of moneymaker for capitalist. As for the cause of low emphasis on labor is the stigma according to the capitalist that workers work for him to produce products that are only visible in terms of quantity and measuring instruments.

Furthermore, the next unsatisfaction treatment from Mr. Krabs showed that his labors could not work well as he wants to obtain much profit and money. He showed his irritation to labors in order to not work ordinary without any values and wasting much time by doing useless activities during working at Krusty Krabs. Actually Mr. Krabs release that dissatisfaction and frustration toward both of his labors, but ocssioanally it is expressed to SpongeBob because at that time he knew SpongeBob attitude did not match with Mr. Krabs principle of professionalism work. Of course, it is all about Mr. Krabs desire to master all wealth and profit as well as possible, eventhough he makes sorrow to his labors.

However, some one who denied Mr. Krabs attitude was not SpongeBob, but he is Squidward. Therefore, this show that SpongeBob pretended to be naive worker and did not know exactly how to be profesionalism worker. So his work more relaxed than Squidward. Of course, his behavior was blamed by Mr. Krabs, then he spited out his anger and disappointment to SpongeBob in words "*I don't pay*



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yo to breathe", the deep words that full of meaning to pursue and force every labors to work as much as possible and under desire of the owner of Krusty Krabs.

Mr. Krabs behavior toward SpongeBob show other labor value before capitalist. In classic economic theories, the profit is net income increment after wages are paid. On this issue it shows that the increasing and decreasing in the wages of workers has a direct effect firmly on the profit earned. This can lead to gaps of social, injustices between the owners of the means of production and labor, especially workers feel forced to fling into the economic system because of his compulsory to fulfill daily needs of his life. On the other hand, the value of labor productivity is usually taken and enjoyed only by the owners of capital.

Conversations that was held among Mr. Krabs, SpongeBob and Squidward were an analogy between capitalists and workers were asked to obtain the maximum profit. But the capitalist greed shown by Squidward's utterance, "*you hardly pay us at all!*". Of course, the use value is not considered in goods only, but it consider everything that can make profit to the owner of capital, eventhough labor as means of use value, but labor practically produce the profit and has use value in working, activity and creativity. However, labor is isolated to the productions or the object of the owner of capital, quasi it expresses that a labor isolated from object, result and condition of social being (Fracchia 2004 as cited from Bonefeld, 2011, p. 381). The practice of capitalism carried out by Mr. Krabs is an analogy of greed practices that occur in the economic of capitalism.

Squidward's utterance above, "*you hardly pay us at all!*" gave a proof that Mr. Krabs attitude, besides ambitious to gain profit as much as possible, it also



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showed that obtained profit essentially was for the owner of capital or business, for continuation of business and by pressing all of spending. So the circulation of capitalism behavior that is implemented by Mr. Krabs also considered labor's salary as spending of business financing which should be pressed and be managed by capitalist behavior system to explor labor as much as possible by pressing business spending as much as possible for maximal result. It could be understood from the sorrow of labor about salary from Squidward's utterance "*Ah, yes! Our Meager restitution*".

Furthermore, Mr. Krabs, did not want the privacy affairs of his labor come to his daily activities of business at Krusty Krabs. He hanged Krusty Krabs profit on labor exploitation in implementing each behavior of Mr. Krabs capitalist. Of course, he did not want at all labor stopped to fufill all his desire at the time. Therefore, Mr. Krabs did not distinguish the labor capability and suitable payday between Squidward and SpongeBob, eventhough the conversation above showed that difference of professionalism attitude between both of them essentially determined and demanded different of their payday. There was no difference between them was known from Mr. Krabs utterance to SpongeBob, "*I ain't paying to play dress up!*".

On the other hand, the difference class between labor and the owner of capital from SpongeBob story parody created social and humanity unequal. The conversation above brought up Mr. Krabs egocentric. Because their working was based on Mr. Krabs capitalist behavior. Mr. Krabs did not use their working for his part of purpose only, moreove for them selves for fulfilling dailly needs, but as



expression of capability and humanity potential and became the means of achieving all purposes. Thus, he forced them to use their capability, humanity potential, working time and others with very low payday, unequal behavior and unfeasible attitude. Hence, Mr. Krabs did not hesitate to dictate and pay more attention toward Squidward and SpongeBob working activities. This was expressed from Mr. Krabs utterance "*Mr. Squidward!* and *Hmm? SpongeBob!*"

The problem of capitalist which is known and expressed in SpongeBob parody was creating labor as machine for fulfilling all of Mr. Krabs economic satisfaction as capitalist implementor. So, social inequality and conflict which occurred in the conversation as if unable to finish capitalist behavior, moreover about labor exploitation. Therefore, many kinds of labor and capitalism behavior might occur.

Capitalism monopolize almost all of economic system which had many advantages and glories even so impressive up to two centuries, but nowadays many observers questioned and sue whether the system that based on freedom of market competition was capable of answering many kinds of national or global problem. History of capitalism also proved that capitalism was not the only devices plenary without any problems. The journey of the capitalist system continues to change, so that in the development of the wider society, workers can have bargaining power so as to make it union to collect power to get what it claims to be fair and government intervention in determining minimum wage. On the other hand the capitalist fundamental thinking encourages the society,



especially the workers, about the class consciousness to fight for their rights. This awareness is the main capital for him to achieve the goal.

The development of capitalist economic system is describe in this following conversation, that show labor's demands and power to reach for the right or goal like what labor wants.

Billy (lime fish): Wow, all this supporting is making me hungry.

Sandals : Hey, everybody! Let's go get a Krabby Patty. *[Everyone cheers and run into the Krusty Krab, once again trampling Squidward]*

Squidward : *Nobody gives a care about the fate of labor* as long as they can get their instant gratification. *[SpongeBob walks up to him]*

SpongeBob : That was a great speech, Squidward. You practically had them eating out of your hands.

Mr. Krabs : But they didn't, did they, Mr. Squidward? 'Cause they were too busy eating out of mine. I wish you two had gone on strike earlier. Thanks for attracting all these paying customers with all your signage and your sloganeering!

SpongeBob Squarepants, episode Squid On Strike (07:07–07:40)

The parody that is shown by Squidward was a part of hyperbole against Mr. Krabs behavior as capitalist performance toward his labors which could provoke Squidward's anger to make a contradiction and mobilized people to agree and participate a strike. However he did not realize that his environment did not

necessarily support his efforts as a labor against the capitalist practiced by Mr.

Krabs. Therefore, the actions and behavior of people who seemed to support

Squidward's efforts were shown by sandals' utterance "*Hey, everybody! Let's go get a Krabby Patty*" by mobilizing people to come to Krusty Krabs who was

described as a place of capitalism practice. Seemingly, Squidward's effort was considered excessive because the oration was done by him self without any



definite support from other people, replied by the arrival of people to Krusty Krabs in order to obtain Krabby Patty with cheering and trampling squidward.

This was shown that the quest for justice over the capitalist, even the attempt to defeat it, was not an easy thing because what some one thought to disagree with capitalism as Squidward, was not necessarily suitable to the average people's mind in general, so that his efforts and utterance Such sarcasm was indisputable with the people actions who saw it as an arena of opportunity to make each benefit. Automatically, things that Squidward did was a vain or even considered by other people as an exaggeration because it could bring people to move towards Krabby Patty, although it disagreed and disoriented with Squidward's purpose.

Furthermore, in Squidward's words, "*nobody gives a care about the fate of labor as long as they can get their instant gratification*". Squidward's optimism was indisputable with the people realities in field who actually supported the behavior of capitalist by taking all the advantages based on the opportunities which were in front of him with all way which was easy to do and could be obtained instantly. The unsuitable result made Squidward feel bad, failed and even could not change anything in his attempt to go in a strike against Mr. Krabs as a capitalist who had to be asked for justice against his labors. Squidward's inability or failure was seen through the word "*nobody*" which means no supporters were willing to participate in Squidward's strike toward problems of labor to ask for and reach for a justice.



Furthermore, foolishness and humorous in the parody were shown through SpongeBob's attitude that did not know the intent of going a strike. He thought it was merely the deployment of people to come somewhere, rather than asking for justice toward the practice of capitalism which was done by Mr. Krabs. In fact, because of SpongeBob's innocence, SpongeBob considered what Squidward did was something beyond his ability or extraordinary thing (excessive). Automatically, SpongeBob's amazement expression to Squidward was indicated through his words "you practically have them eating out of your hands", which was an over-phrase for Squidward that he did not plan to get people to get food at Krusty Krabs.

Besides that, SpongeBob considered a strike which was done by Squidward was a great speech. Whereas Squidward's strike nuanced to provoke people and exaggerated the problem of capitalism which was faced as if a common problem which had to be followed up, even eliminated to obtain justice. SpongeBob's way of thinking and assumptions created uniqueness and humorous in the discourse that was shown in the parody, because oration and speech were very different things both from the way of delivery and the pronounced words.

Moreover, SpongeBob regards the movement of people to Krusty Krabs as the result of Squidward's speech that directed everyone to fulfill their life needs so far, so the oration was considered Squidward's precious effort. This understanding was seen from SpongeBob's utterance and the expression of amazement from Billy (lime fish), "Wow, all this supporting is making me hungry".

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Mr. Krabs' reaction against Squidward's oration and SpongeBob's behavior

which was motivated to go in a strike against him precisely became favour which was shown to him based on the fact that people were so busy eating at Krusty Krabs so he thanked to both of them for the arrival of customers who paid for the whole meal and echoed Krusty Krabs' name with signage and sloganeering. This means that the comic effect in the parody occurred, namely the act of oration that was assumed capable of changing the capitalist's misbehavior, instead inversely it made capitalist felt fortunate with the oration effort because people came not to go in a strike, but to eat together.

Another parody that reflected exaggerating was shown by Mr. Krabs who should disliked, angry or even made him to resign because of his behavior to him, but instead, Mr. Krabs thanked to him, even considered him as strong effort to interest customers.

The reality of capitalism that relates to labor, was uttered by Mr. Krabs and SpongeBob in *Clams* episode by this following conversation:

SpongeBob: Congratulations, Mr. Krabs!

Mr. Krabs : Congratulation yourselves, lad! A Captain's nothing without his loyal crew! I Mean, a crew like you (he imagines SpongeBob and Squidward looking deformed) comes around maybe once in a lifetime! And to reward you for making me millionth dollar, I'm taking you on a trip.

SpongeBob : Wow, a trip!

Squidward : I can't believe it, Mr. Krabs! Where we going, Fancy Springs?

SpongeBob Squarepants, episode Clams (01:49–02:10)

SpongeBob's congratulation to the Mr. Krabs was a form of his loyalty and his concern toward Mr. Krabs in running the business which he did. In addition,



the congratulation was indeed worth SpongeBob did it as a worker although spongebob has the ability and strength as a worker. But it was realized by Mr. Krabs that his success could not be separated from the role of workers who have been doing business well.

The reversal of this congratulation was actually a discourse about workers that, however, in spite of the fact that workers was including the lower strata, have the ability and power toward capitalists to carry out all their endeavors. In addition, the capitalist consciously also consider workers have the strength and ability which can not be underestimated or looked down, because it is able to make efforts or business of capitalist become shackled.

However, capitalist desires and ambitions require every manner to be done to fulfill it. One of the ways, Mr. Krabs, as a capitalist, was praising his workers by assuming that they were loyal even though in practice they could be stopped at any time as laborers. Even Mr. Krabs considered squidward and spongebob labors who were hard to find and obtain during his life, although in Mr. Krabs' mind is merely an expression in his mouth and his attempt to hire them more than ever and exploit them so that whatever happens to him, Mr. Krabs did not care because the most important thing for him was arned profit. Mr. Krabs' desire and Goals through his words were seen from his imagination against SpongeBob and Squidward looking deformed.

While the obtained rewards was not so important and meaningful for Mr. Krabs as capitalist who got big profit. Because the reward was a very small thing for him or not worth the acquisition. However, the attention and assumption about



rewards reaped the different opinion among workers, in this case SpongeBob and Squidward, who regarded it as a tribute and some regarded it as rare and even difficult to be realized. This can be known through SpongeBob's phrase "*wow, a trip!*", And Squidward, "*I can't believe it, Mr. Krabs !.*"

Thus is a common thing that happens in the world of work. But it looks unique and humorous with unfavorable comparisons and commensurate with what the workers earn from the millionth business owner's income, but with a small reward such as a trip.

Furthermore, capitalist production needs to implement the system, and loyal crew is one of important and influential factor to realize capitalist desire and idea. The dialouge above, loyal crew represents SpongeBob and Squidward. They were exploited by Mr. Krabs unconsciously because there was no impartant and valuable thing according to Mr. Krabs excepted money. Instead, in the begining of short movie, Mr. Krabs asked his crew to go out after getting the millionth dollar.

Workers (labor-power) usually represented his capital that can be sold or used as commodity in capitalism system in order to live and act as capital only for the hands of the buyer.

The relation between Mr. Krabs and his loyal crews was what Federich Engels described. Federich Engelsh as cited from (Howard and King, 1985, p.44) stated product was mentioned in particular as commodity because of its relation between two persoens or two communities who sticked on thing or product, the relation between producer and consumer was no longer united in a person.



This perspective of capitalism use labor (or loyal crew) was as seem as good to gain profits or materialistic that capitalist wanted. Capitalists did not care about how labor is, they thought about everything which could be used in its value or exchange to gain profit. In other hand, laboring slave (as loyal crew above), that its buyer did not only make it worked anew everyday, but also provided it with the means of subsistence that enable it to work ever a new (Marx, 1989).

This mechanism which belonged to owner or capitalist only made wealth or welfare to rich people or capitalist not to small ordinary society who were in poor or commoners. So social inequality and unfair implementation in society could not be denied as logical consequences of capitalism of free trade. This description in parody could be looked in clearly as following conversation that explained about slavery of loyal crew and valuable goods to gain interest of capitalits or owner:

Squidward: Mr. Krabs, listen, I work with SpongBob all day long so I know what I'm talking about when I say...you are completely our of your mind! *(Mr. Krabs cackles. The giant clam emerges above water coming closer to the two on the line).* Get us out of here.

Mr Krabs: Come on, fresh meat! *[SpongeBob and Squidward scream as they try to wiggle back and forth to avoid the giant clam] Keep thrashing! He likes it! [both continue to scream and bounce up and down really fast] Come on, boy! Closer. Closer. Almost there. [giant clam shows the dollar on its tongue] That's it! [closes the doors to cause the music to stop. The giant clam stops in mid-air and Mr. Krabs jumps inside it to take the dollar] Aha! Whoo-hoo-hoo-hoo! Look, boys, I finally got it! [rubs his dollar on himself] I finally got me millionth dollar. [cabin doors open to play the ominous music again. The giant clam closes its mouth, with Mr. Krabs inside, and goes underwater. Cabin doors close as the conductor takes a bow]*

SpongeBob Squarepants, episode Clams (09:38–10:38)



This conversation also proves that “fresh meat” is production in the capitalism. Then, it is also metaphorically explained as the something tempting which is literally can add the amount of the owner wealth of production. So the term “fresh meat” could be hypnotizing capitalist people. In the world where people working were told everyday that they were fresh meat whose labor is sold on the market battlefield of greedy capitalist, shall pastors then embody entrepreneurial managerial lifestyle and promote selling of the gospel.

The labor minimally should obey everything which is given to him within working. Then, labor faces the condition and position of working that determine the future to achieve expectation throughout working. However, labor has freedom by fighting for their problems to be solved and making association. All of this is for anticipation and looking for the solution of labor problems that could be occurred every time in milieu of working. Furthermore, labor faces global situation that influences factory and makes labor anxiety anytime such as payment, government policy, health and safety of work, management of working and others.

The representation of anxiety could be understood from the sentence, “*Mr. Krabs, listen, I work with SpongBob all day long so I know what I’m talking about when I say...you are completely out of your mind!*” represents their anxiety as labor eventhought they realized what they were doing harms, but they made effort to expres their feeling in order to be noticed by Mr. Krabs as capitalist or the owner of product. However, they did not get Mr. Krab’s notice even he cackles them.



What Squidward and SpongBob told in the conversation reflected the different of social class, where Mr. Krabs was the owner of capital who were capable of determining and changing everything such as Mr. Krabs attitude not to respond his loyal crew. Here, loyal crews were forced to work anymore by little salary, but according to conversation, eventhought Squidward as labor, he is brave to against the owner of capital, Mr. Krabs who had neglected his rights as labor. So this problem had to be solved to get labor right and equity between capital owner and labor.

Thus, the solution of this problem is able to be recognized from objectification of labor and collective labor movement. Karl Marx thought of labors value as commodity aims to make labor was unequal due to their idea, power, and skill are not goods or commodity. Labor was put inside each enterprise in the collective positioning of receiving the surpluses they produced in that enterprise.

Furthermore, the solution could be analyzed by inverted logical from below conversation in "Squid on Strike" episode:

Mr. Krabs : Hmm? SpongeBob! I ain't paying you to play dress up! [*Squidward becomes exasperated, and takes a deep breath*]

Mr. Krabs : Breathe on your own time. I don't pay you to breathe.

Squidward : You hardly pay us at all!

Mr. Krabs : Oh, that reminds me. I got something for you. [*He hands his employees envelopes*]

Squidward : Ah, yes! Our meager restitution. [*He takes the envelope and smells it*] Ah, the sweet smell of payday. [*He opens it and enclosed is a pair of underwear*] Huh?

Mr. Krabs : Oh, sorry, that's me dry cleaning. [*Trades envelopes with him*] Here's your check. [*He gives SpongeBob an envelope as well*]



and not to distinguish between labor and other but distinguishing it by looking and considering in value, capability and quality to fulfill life necessities.

Furthermore, In capitalism system, labor is lower level than the owner of capital, eventhough labor has capability and power and the owner of capital needs labor to execute his business acitivity as efforts to fulfill his goal or desire in economy. Hence it proves that social improvement could not be achieved by revolution of labor only, but every social improvement must be fought for and realize to ensure a fair and prosperous life for everyone without distinguishing strata and classes in social life.



CHAPTER IV

CONCLUSION

This chapter describes and concludes all found research of *SpongeBob* parody that had been found by the writer. So, it is represent all kind of capitalist economic which relates to the parody. Hence, the conclusion mainly represent fundamental or the most important element in capitalist economic.

4.1. Conclusion

Based on research which has been done by researcher and the finding or discussion has been explained above, so the conclusion of the research is presented as follows:

1. Diction and expression are a kind of making parody in *SpongeBob* movie to reproduce comic effect and parody as criticism such as you are crazy, out of mind and fresh meat.
2. The sequence of conversation is other parody aspect that appears in *SpongeBob* movie. It consists of direct conversation that relate each other and discontinuity conversation that is cut by other people to talk and behaviors within parody are described in movie transcript.
3. Parody of capitalist is represented from Mr. Krabs' attitude to take his power and opportunity to reduce labor's salary because of doing trivial things such as breathing, talking, standing and others. But, the condition is reversed because both of them consider Mr. Krabs' is unfair so they do not accept his money and



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demand fairly treated, proper job and proper wages. Even on other hand his labors do not believe reward that is given to them and mock the owner crazy or doing something out of his mind.

4. Labor is capitalist machine to explore potential advantages. Furthermore, Worker's (labor-power) can be sold or used as commodity. This is seen from 'fresh meat' parody that the owner as capitalist use labor to make millionth dollar.

4.2. Suggestion

This research describes and reflects parody of capitalism system from *SpongeBob Squarepants* movie scripts on three selected episodes, so for the next researcher can analyze with the same object or maybe use another episodes and analyze it by using social theory. So that, there are some recommendation which could be implemented by this following points:

1. For the next research, the parody should be analyzed and discussed in the case of social framework such as compare labor perspective on real life with the situation in the movie, because in this research discussed and analysed based only on the movie.
2. *SpongeBob* movie can be developed the research in social framework that is suitable for the social life nowadays, so it can be a parable and description to reveal the reality of social life.



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Appendix 1. Berita Acara Bimbingan Skripsi



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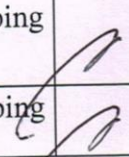
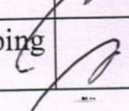
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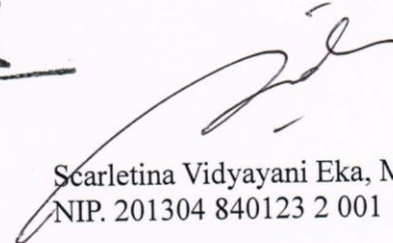
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