

**THE STRUGGLE OF FORD WOMEN WORKERS AGAINST
STEREOTYPE AS DEPICTED IN *MADE IN DAGENHAM* THE
MOVIE**

THESIS

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**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
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2013

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MOVIE**

THESIS

**Presented to
Universitas Brawijaya
in partial fulfillment of the requirements
for the degree of *Sarjana Sastra***

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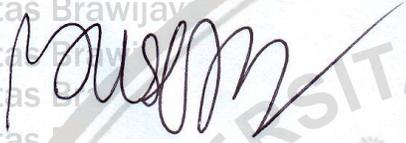


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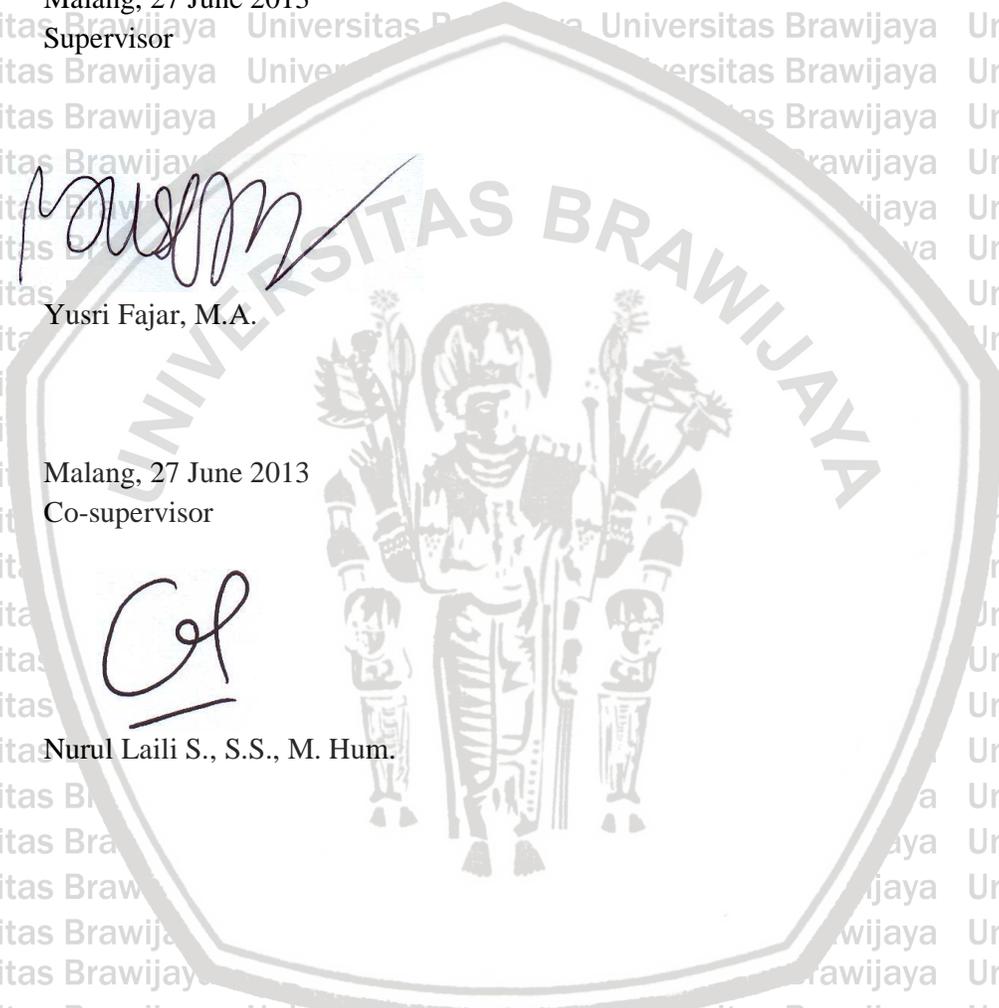


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ABSTRACT

Widyaraga Andari Eka, Dionisia. 2013, **The Struggle of Ford Women Workers Against Stereotype as Depicted in *Made in Dagenham* the Movie.** Study Program of English, Faculty of Cultural Studies. Brawijaya University.

Supervisor: Yusri Fajar, Co-supervisor: Nurul Laili Nadhifah.

Key Words: Stereotype, women, men, equality, salary.

Equality, rights and women position are what women desire. The position of women at their era made women who are called feminist initiate a movement to gain equal rights with men. The movie entitled *Made in Dagenham* revealed the struggles of the women who worked at Ford, a car factory in the town of Dagenham, against the stereotypes attached to women to get equal pay with men.

This research uses a feminism approach that focuses on Marxist feminism. This study also uses the concept of stereotypes, prejudice, and discrimination.

The result of the study reveals women are treated unfairly in a society that has been established to prioritize men. The movie *Made in Dagenham* showed one example of injustice faced by the women of the working class. They obtain a lower salary than male workers. Rita O'Gardy, the main character in this movie leads the movement that aim to get equal pay for women and break the stereotype that women are unskilled labors.

For future researchers, it is advisable to conduct further studies on the same movie but with a different approach. One of the examples is psychological approach, because this approach can be used to analyze the psychological condition of the characters, especially the women in facing challenges.

ABSTRAK

Widyaraga Andari Eka, Dionisia. 2013, **The Struggle of Ford Women Workers Against Stereotype as Depicted in *Made in Dagenham* the Movie**. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya.

Pembimbing I: Yusri Fajar, Pembimbing II: Nurul Laili Nadhifah.

Kata Kunci: Stereotip, perempuan, lelaki, perjuangan, kesetaraan, gaji.

Kesetaraan harkat dan martabat, serta hak ataupun posisi di dalam masyarakat adalah suatu hal yang diinginkan para perempuan. Posisi perempuan yang selalu dinomorduakan pada jamannya membuat para perempuan yang disebut feminis melakukan pergerakan untuk mendapatkan hak yang sama dengan lelaki. Film berjudul *Made in Dagenham* mengungkap perjuangan perempuan yang bekerja di Ford, sebuah pabrik mobil di kota Dagenham, melawan stereotip yang melekat pada perempuan, untuk mendapatkan kesetaraan gaji dengan lelaki.

Untuk mendapat hasil yang tepat sesuai fokus kajian, penelitian ini menggunakan pendekatan feminis yang berfokus pada marxist feminis. Penelitian ini juga menggunakan konsep stereotip, prasangka, dan diskriminasi; yaitu untuk menganalisis dan menginterpretasi data.

Hasil penelitian menunjukkan bahwa karena mereka dilahirkan sebagai seorang perempuan maka mereka diperlakukan secara tidak adil di tengah masyarakat yang sudah dibentuk untuk memprioritaskan laki-laki. Di dalam film *Made in Dagenham* menunjukkan salah satu contoh ketidakadilan yang dirasakan para perempuan kelas pekerja, yaitu memperoleh gaji yang lebih rendah dari pekerja laki-laki. Rita O' Gardy, tokoh utama dalam film ini memimpin pergerakan yang bertujuan untuk mendapat kesetaraan gaji untuk para perempuan kelas pekerja dan mematahkan stereotip yang mengatakan bahwa perempuan adalah tenaga kerja yang tidak terampil.

Peneliti selanjutnya sebaiknya melakukan studi tentang film yang sama namun dengan pendekatan yang lain. Pendekatan psikologis misalnya, karena pendekatan ini dapat digunakan untuk menganalisis kondisi psikologis dari karakter terutama para perempuan dalam menghadapi tantangan.

ACKNOWLEDGEMENTS

The writer would like to thank the Almighty Jesus Christ for all the guidance and blessing so that the writer was able to finish this thesis. First of all, the writer would like to express her gratitude to her first supervisor, Yusri Fajar, M.A. for being an outstanding supervisor. He gave advice of content for this thesis. The writer is deeply indebted to him. Also the writer is deeply grateful to her second supervisor, Nurul Laili Nadhifah, S.S., M. Hum. The writer thanks her for the time and effort in reviewing this work. The writer thanks her examiner, Drs. Sugeng Susilo Adi, M.Hum for giving a lot of suggestions and for the time to review this study.

The writer would like to dedicate this thesis to her whole family who have given her support, prayer and help all the time. The writer also thanks all her friends in the Faculty of Culture Studies, especially the students from English Study Program 2008 for their support and friendship. For all her best friends, the writer would thank them who always give support, prayer, and help at anytime.

Finally, the writer gives thanks to her colleagues who have not been mentioned in this acknowledgement.

Malang, July 2013

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

God creates men and women equally. They have same position, right and obligation in society. Back then, in nineteenth century, the position of women in society was always under men. For instance, women were only meant to cook, raise their children, and serve their husband. Women were not allowed to get high education and have a job. They were not allowed to speak what they think as well.

This condition had happened since the first human being era, Adam and Eve. Aristotelian philosophy (cited in Gamble 2004, p.5) considered women as inferior, and their thought were supported by the creation of Eve as '*Posterior et inferior*'. It meant last and lesser.

Aristotelian's idea (cited in Gamble 2004, p.5) about women can be seen through the following motion:

'neither becometh a woman to rule a school, nor to live among men, orspeak abroad, and shake off her demureness and honesty, either altogether or else a great part: which if she be good, it were better to be at home within and unknown to other folks. And in company to hold her tonguedemurely. And let few see her, and none at all hear her. For Adam was the first made, and after Eve, and Adam was not betray, the woman was betray into the breach of the commandment. Therefore because a woman is a frail thing, and of weak discretion, and that may lightly be deceived: which thing our first mother Eve sheweth, whom the devil caught with a light argument. Therefore a woman should not teach, lest when she hath taken a false opinion and believe of anything, she spread it into the hearers'

Based on the idea of Aristotelian above, they think that women cannot be a leader. On that motion is also said that Adam was not betrayed, the woman (Eve)

betrayed. Eve did not obey the God's command. From this phenomena, Aristotelian conclude that women are frail things, weak of discretion, an easy to be deceived. Therefore a woman should not teach, if she has a wrong belief or opinion, she will not spread it to her listener. From these several fenomenon, women thought that they need a movement. Woman movement was divided into three parts, first, second, and third wave. First wave happened in the 19th century. Here, women started their movement to get suffragettes. Nevertheless, they fought against patriarchy system most. After stopped for about fifty years, second wave feminism formed in the 20th century. In this era, women still demanded on equality of rights. Nevertheless, the awareness of feminism in this era was sharper, broader, and more radical. The last wave is third wave, that is also known as post-feminism.

Women movements happened in every part of the world, even in America and Europe, especially in Britain. Second wave movement in Britain was a bit different from what happened in America. In America, women fought for equality of race and class. Nevertheless, the feminist focused more on class than race in Britain. This country emerged several groups demanded for equal right. They wanted to have the same rights with men in society because women's position was always distinguished. Several phenomenons had happened in Britain, like in America, British feminist did demonstration against Miss World competition in London. According to demonstration's organiser, the reason behind this demonstration was this contest symbolize a fake role of women in society (Gamble 2004, p.26).

Another real example, in world of work, women got lower salary than what men got. In the 1960s, the working-class women who worked as sewing machinists in Ford in Dagenham did demonstration to obtain equal wage. This phenomenon is depicted in film to show how women in this era finally got equal pay, such as in film made in 2010 entitled *Made in Dagenham*.

Women's position was always distinguished. This phenomena was influenced by patriarchal system a long time ago. Based on Britannicaonline (2012, para. 1) patriarchal system is hypothetical social system in which the father or a male elder has absolute authority over the family group; by extension, one or more men (as in a council) exert absolute authority over the community as a whole.

As Wedons said in *Feminist Practice and Poststructuralist Theory* about patriarchal system (stated in Gamble 2004, p.3):

'The term "patriarchal" refers to power relations in which women's interests are subordinated to the interests of men. These power relations take on many forms, from the sexual division of labour and the social organisation of procreation to the internalised norms of femininity by which we live. Patriarchal power rests on social meaning given to biological sexual difference.'

The real women can stand up of her own hand to prove that women must have equal rights with men and give the contribution in any fields, economically, politic, social, and else, as stated by Gamble (2004, p.24). Because of this phenomena, there are more and more men who care about women's right. They write script and adopt this issue into a movie. A movie entitled *Made in Dagenham* which was written by a man William Ivory and directed by Nigel Cole, tells us about how a woman struggles for women's equal pay. The real

image of women is represented by the main character of this movie. She is Rita O'Grady, one of working-class women who works as sewing machinist in Ford, a car manufacture in Dagenham.

Made in Dagenham clearly shows Rita's struggle to get equal pay for women who work for Ford. Bazin (1950) overturned existing conceptions of film by claiming that "Cinema's true purpose was the objective representation of reality." In this matter, the reality depicted in Rita's struggle. Her struggle is helped by her co workers. The number of women workers in this manufacture is lesser than men workers. Challenge by challenge is faced by Rita but it cannot stop her effort to reach her purpose.

Peter Bradshaw in *The Guardian* movies review (2010, para.1) agreed that *Made in Dagenham* is based on the Ford women car workers' strike of 1968, in which female staff sewing seat covers for Cortinas and Zephyrs went on strike for the same wage as the men.

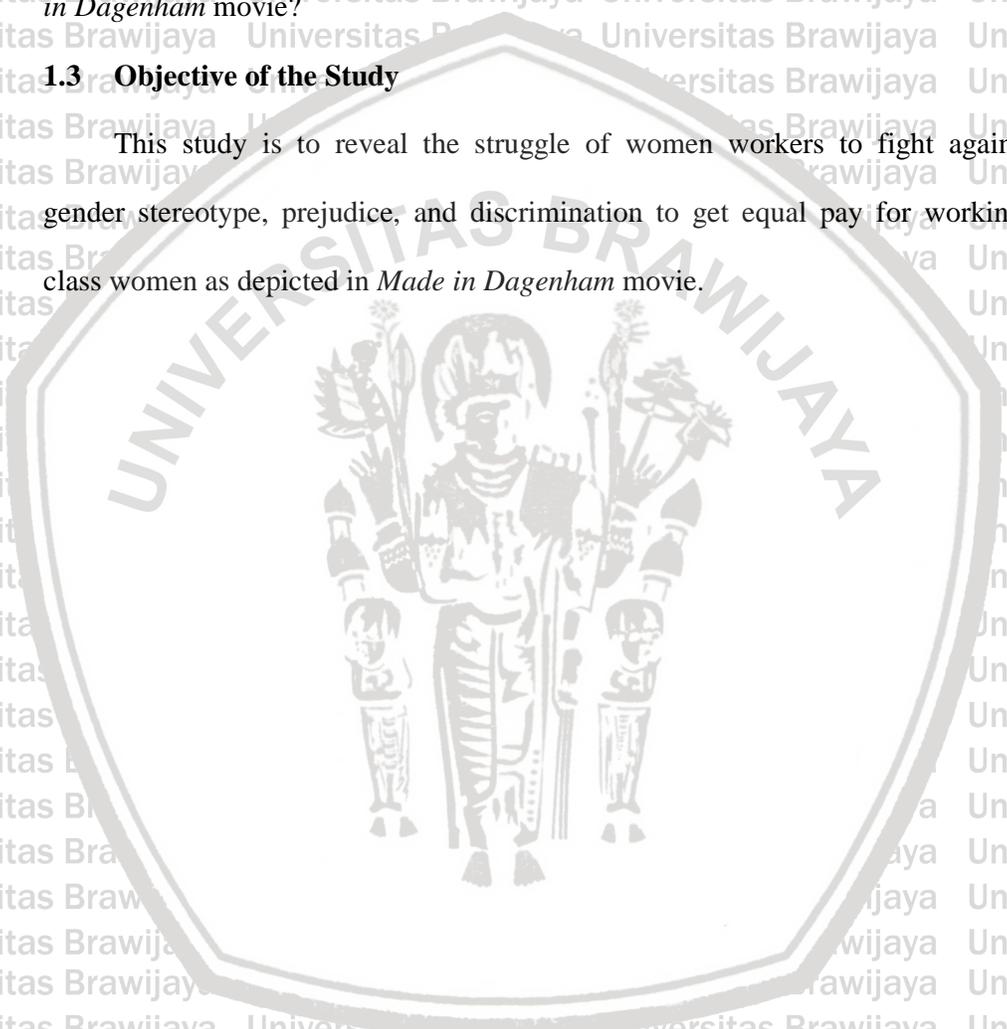
That is the reason why the study of *Made in Dagenham* is important to do. This study's purpose is to reveal the social phenomenon when the issue of gender distinction in work place was flowering. Perhaps, women in that era would not do the same with what Rita did, they would give up after got pressure from many aspects. However, what Rita did is one of the real examples that women can get equal rights in society as long as they fight for their right and never give up easily. Performing the study of *Made in Dagenham* hopefully will also give considerable contribution to make known of the issue happened in Britain in 1960s.

1.2 Problem of the Study

How do the women workers struggle against gender stereotype, prejudice, and discrimination to get equal pay for working-class women as depicted in *Made in Dagenham* movie?

1.3 Objective of the Study

This study is to reveal the struggle of women workers to fight against gender stereotype, prejudice, and discrimination to get equal pay for working-class women as depicted in *Made in Dagenham* movie.



CHAPTER 2

REVIEW OF RELATED LITERATURE AND RESEARCH METHODS

2.1 Theoretical Framework

2.1.1 Film

According to Eicar (2011, para.1), film encompasses individual motion pictures, the field of film as an art form, and the motion picture industry. Films are produced by recording images from the world with cameras or by creating images using animation techniques or special effects. Films are cultural artifacts created by specific cultures, which reflect those cultures and in turn, affect them. Film is considered to be an important art form, a source of popular entertainment and a powerful method for educating or indoctrinating citizens. The visual elements of cinema give motion pictures a universal power of communication. Some films have become popular worldwide attractions by using dubbing or subtitles that translate the dialogue.

In terms of this, Nichols (2008, para. 1) defines three characteristics of film:

- (1) Film has social impact on specific, i.e. influences the way of thinking of society.
- (2) As an art form, film is always tied to a social and historical contexts where different responses and interpretations occur.
- (3) The history of film is the story both of its rise as an art and its social impact and social significance as mass medium.

Films include in popular culture and depict the issues in some place or country. Thus, films always come up with the development of culture, politic, economy, or other which consists of artifacts and events or activities surrounding the objects and people. In popular culture point of view, Nachbar and Kevin (1992) said that film is used to refer the spirit of an era, the major beliefs and values which describe the particular outlook of a culture during a specific period time. From *Made in Dagenham*, we can clearly see the social phenomena about the position of women.

2.1.2 Feminist Literary Criticism

Feminist criticism has developed as part of the international women's movement since the late 1960s. Based on Yoder (1987) "Feminist criticism examines the ways in which literature (and other cultural productions) reinforces or undermines the economic, political, social, and sociological oppression of women". Through feminist literary, women tried to write, read, and give critics about what they feel. Women's work provoked pro and contra which can reinforce or undermine them.

According to Showalter (1985, p.3), feminist criticism has shown that women readers and critics bring different perceptions and expectations to their literary experience. It has insisted that women have also told the important stories of our culture. In this case, some women writers or feminists want to influence their reader in order to follow their movement. That is the reason why feminist literary criticism can be said as a theory which can change the way of women's think.

2.1.3 Feminism

Hubbies (1997, p.19) said feminism was derived from Latin language *femina* which means the nature of femaleness. According to Fakh (1997, p.100) the basic of women movement began from assumption said that women were afflicted and exploited by men. The aim of this movement was to get equal freedom, right, and dignity, whether inside or outside home. Feminism was not movement to fight against men.

Supporting Fakh's opinion, Gamble (2004, p.ix) said that a general definition might state that feminism is the belief that women, purely and simply because they are women, treated inequitably within a society which is organised to prioritise male viewpoints and concerns. Because of this men's domination, it leads women to make a movement. This movement intended to make women have prosperous life.

Based on Shilpi Goel (cited in Raras, 2007) examined that feminists divided their movement into three parts, First Wave Feminism, Second Wave Feminism, and Third Wave Feminism. This analysis focuses on Second Wave Feminism. Second wave feminism waned between the two world wars, to be revived in the late 1960's and early 1970's. In this second wave, feminists pushed beyond the early quest for political rights to fight for greater equality across the board, e.g. in education, in the work place, and at home.

Women movement in *Made in Dagenham* happened on 1968 and the women workers in this movie struggled for getting equal pay with men in the

work place. Based on the time and the reason, it can be obviously seen that this women movement was included in Second Wave Feminism.

2.1.3.1 Marxist Feminism

Marxist Feminism emerged as a reaction toward liberal feminism thought about how to increase women's status and role. In Fact, feminism theory is quite different with marxist theory. However, many of feminists said that the connection between feminism and marxist was the only connection which can make women free from underestimation.

According to Tong (1989), concept of marxist feminism was a miss that was experienced by women because of social, politic, and economic status which were closely related with capitalist system. This implicitly means that in marxist feminism, the women's position is not due to a deliberate action of individuality or group of woman. Social, Politic, and economic status differentiate men and women automatically.

In feminist era, many problems came to surface because of reproduction or women sexuality, even they questioned about their position on society. This marxist feminism did not take matters about those issues. This kind of feminism focused on cases which were related to women's job. For example, women's job was not considered as a real job. It means whatever women did, it would not be respected.

Another examples, women were always given boring job and low payment. They were underestimated in work field where the boss gave different payment

between men and women workers. The women workers got lower salary than men.

Generally, the conclusion can be said that the attention of marxist feminism is on injustice of work division based on sexuality in the work place. Marxist Feminism is relevant with this research analysis because in *Made in Dagenham* movie, women hope that they could be treated equally with men. Women workers thought that they were acceptable to get same amount of salary with men workers.

2.1.4 Gender Stereotype, Prejudice, and Discrimination

In terms of gender, the conflicts involved men and women. In this case, the women workers were underestimated by men. As women and minority group in the workplace, they had less control and power. It was different from men workers as the member of dominant group who took control.

Because women were member of minority group, men often thought that they were unskilled and did not deserve equal pay with men in the workplace.

Besides, because of their gender, they were always put second in society. This assumption emerged from the same point of view as more visible and public forms of prejudice and discrimination. Prejudice and discrimination were effects that arise from stereotyping.

To understand more about gender stereotype, prejudice, and discrimination, psychological perspective tells about basic concept of these three assumptions (Brannon, 2005, p. 160 and 167):

- (1). A gender stereotype consists of beliefs about the psychological traits and characteristics of, as well as the activities appropriate to, men or

women. Gender roles are defined by behaviour, but gender stereotypes are beliefs and attitudes about masculinity and femininity. Both of them tend to be related.

(2). Prejudice is a negative evaluation of an entire group, which allows prejudiced people to react to members of the group without any personal contact or without knowing anything about people in the group as individuals.

(3). Discrimination is behaviour that holds people or groups apart from others and results in different treatments for those people.

These concepts about Gender Stereotype, Prejudice, and Discrimination are applied in the researcher's analysis to analyze bad-stereotype about women in the workplace. The women in this *Made in Dagenham* movie want to prove that this bad-stereotype and prejudice are exactly wrong. They also do not want to be discriminated from men and given lower payment because of their gender.

2.1.4.1 Women's Stereotype

Fiske (mentioned in Brannon, 2005, p.169) said that the stereotype of women as warm and caring but incompetent and men as competent but not warm.

It implicitly means that men are proper to get job outside home and women must be able to take care of children at home with her warmth. Indirectly said, even though women are allowed by her husband to get job outside home, she will get lower level than men.

Deaux and Lewis (1984) state that the content of gender stereotypes may be analyzed into four separate components that people use to differentiate male from female. Those four components are trait, behaviours, physical characteristics, and occupations. They said that physical features seem to be central, people viewed men and women as differing more in physical appearance than in psychological characteristics.

2.1.4.2 Gender Stereotype and Women Position in Workplace

Although society think that women must stay at home, take care of house and children, so many women try get money because of economic condition. These type of women can be called as career women. According to Farmer and Sidney (cited in Brannon, 2005, p. 324), Career, in its broadest sense, means 'life path' and thus includes all the roles a person plays throughout life.

Still based on Barron's opinion (2005, p. 324), she said that ideally, all people should choose a career on the basis of their interests, abilities, and potential contributions to society. Nevertheless, obstacles prevent the full development of both men's and women's potential. Gender stereotyping is one of the obstacles.

From this statement, it can be said that women cannot choose their career freely. Gender stereotyping makes people think that women are unskilled workers. Women are only feasible to care of house and children. If only women get job in workplace, it means, women must get a lower position than men.

2.2 Previous Study

One of the research discuss about stereotype, prejudice, and discrimination is *The Pursuit of Happiness: A Black Man's Struggle to Gain American Dream* (by Ivan Chandra, 2012). The different point is his research focuses on stereotype, prejudice, and discrimination between black and white people in America. Based on basic concepts of interpreting words, the stereotype, prejudice, and discrimination can be analyzed from different perspective.

In the other hand, there is similarity between his study and this study. Both of the studies emphasize on the problem of the characters of each movie who struggle against bad-stereotype, prejudice, and discrimination. As a result, the observation will show the struggle of each movie's characters to prove that they are not as incapable as what people usually say. Finally, their struggle proves their success to get what they want, their equal position on society.

2.3 Research Methods

Feminism and Marxist Feminism approaches are applied to reveal the struggle of women workers of Ford, Car Factory in Dagenham against women's stereotype, prejudice, and discrimination to get equal pay. It is an individual or a group freedom covered in women's rights; follows the presence of gender stereotype, prejudice, and discrimination. In conducting the research, there are two predominant steps taken:

2.3.1 Choosing the Object of the Study

The film entitled *Made in Dagenham* is chosen as the material object because this film highlights social phenomena in Britain at 1960s. *Made in*

Dagenham reveals the issue about discrimination between men and women's skill in workplace and payment which many men do not think how important to see men and women in equal position. This problem serves as the formal object of the research.

2.3.2 Collecting Data

After the object of the study is chosen, *Made in Dagenham* has been watched so many times. From this action can be obtained some scenes and dialogues that can be analyzed based on theoretical framework above. The chosen dialogues are the dialogues which strongly show the problem of the study in this research.

2.3.3 Interpreting and Analizing

In this step, this film is examined carefully from women point of view because the main character of the film is a woman who struggles against women's stereotype, prejudice, and discrimination to get equal pay. After reaching better understanding about the story of this film, the process of interpretation and analysis is continued by the use of Gender stereotype, Prejudice, and Discrimination Concepts. These concepts are used to analyze *Made in Dagenham* because this film contains a stereotype: "Women are unskilled workers". The researcher tells about women's stereotype, followed by the influences of gender stereotype for women in the workplace. *Made in Dagenham* was made based on true story in Britain in 1960s which means that social phenomena about these three components indeed occurs.

CHAPTER 3

FINDING AND DISCUSSION

Made in Dagenham is a film about the struggle of Ford's women workers' strike on 1960s, in which female staff sewing seat covers for Cortinas and Zephyrs went on strike for the same wage as the men. The film was made based on true story. *Made in Dagenham* portrays the reality of women workers and the impact of women movement.

Rita O'Gardy (Sally Hawkins) is a housewife with two children. She works on Ford, a car factory. Actually, Rita's life is ordinary. Every morning she prepares breakfast for her husband and children, cleans up the house and goes to work. In the factory, she sews leather as material which is used to make car upholstery. She works with about 186 other women, whereas there are 55,000 men workers in this factory. Rita gets the salary and so on, her life is plain and simple like that.

Rita's manager asks her to participate in a meeting with Ford officials. In this meeting, Rita begins to see injustice in her workplace. Their works are labelled as "unskilled" by the management. The women workers also do not get equal pay with the male workers, simply because they are women. The management of this factory also wants women workers to have longer time work. Rita and her mate think that they do not deserve this kind of treatment.

The struggle begins, they do the strikes to fight for women workers' right in the Ford Dagenham. It causes an uproar because women workers has never done this before. They have been through many difficulties, from both their families and management.

From this film, we can see a phenomenon. A long time ago, the position of women is indeed under men in society. Although in workplace, men become priority. One of the examples is in case of salary. Women get lower salary than men. Women workers are also labelled as "unskilled workers". Understanding of "unskilled workers" is a segment of the worked force associated with a low skill level or a limited economic value of the work performed. Unskilled workers or labours are generally characterized by low education level and small wages (Investopedia 2012, para. 1). It implicitly means work that requires no specific education or experience is often available to workers who fall into the unskilled labours force.

The stereotype and prejudice which stick on women and also discrimination between men and women for sure bring effects to women's life whether in society or in housewifery. One of the effects is women always come second. Women treated inequitably within a society which is organised to prioritise male viewpoints and concerns (Gamble, 2004). This stereotype influences women's income expectations. It means that women hope that by having job, they can help their husband to fulfill household's needs. In contrast, because of the stereotype, women get wage out of their expectation. Many people, especially men, think that women who have jobs

will forget their duty at home as a wife because her time will run out outside home or in the workplace. Women will not have enough time to care take care of their husbands and children.

Made in Dagenham highlights how the stereotype, prejudice, and discrimination between men and women influence women's position in workplace and her duty at home. In workplace, the stereotype influences the discrimination of amount of their salary which is lower than men workers.

Because of this problem, women workers in the movie *Made in Dagenham* decide to struggle against stereotype, prejudice, and discrimination to get equal pay. They do not realize that their bustle to get equal pay sometimes makes them forget about their duty to take care of their husbands and children.

The concepts of gender stereotype, prejudice, and discrimination are in line with the phenomena in *Made in Dagenham*. These concepts reveal the condition and situation faced by Rita O'Gardy and her co-workers from the first time they feel uncomfortable with injustice in their workplace until they get what they want, i.e. equal pay, at the end of the movie. The sub-chapter of gender stereotype, prejudice, and discrimination will be followed by another sub-chapter about how the struggle of Ford's women workers which shows that it is not easy to get equal pay.

3.1 Women's Stereotype, Prejudice, and Discrimination

In *Made in Dagenham* the movie, there are many examples showing that women are always put second in society. Women workers in Ford Dagenham are the representative of women living with the negative stereotype as subjects of discrimination. Stereotypes represent a coherent picture of what a social category or group is like. However, stereotypes also serve an explanatory function (Allport, 1954). Along with information about what a group is and does, stereotypes also provide information about why group members are the way they are or why they are in their present state. One kind of explanation of stereotypes provide concerns the cause of a particular state of affairs regarding a group (Reyna, 2000). For example, stereotype and prejudice that “women are unskilled workers” are not only a description but also as an explanation why women are discriminated by giving them lower wages than men. Some people, especially men, believe that in society women are called as unskilled because they are incompetence. The stereotype of women is also revealed in *Made in Dagenham*. Women do many ways to struggle against this stereotype because they get many disadvantages with this viscous stereotype, one of them is getting lower wage.

The movie begins with the explanation about Ford of Britain as the biggest single motor manufacturer in all Europe and fourth biggest in the world. In 1968, there were 55,000 men and 187 women employed at Ford’s Dagenham Factory. Women workers have a special place separated from men workers.

Bad stereotype sticks on women workers in *Made in Dagenham*. The management of Ford Factory labels the women with "unskilled workers".

Albert : This ain't the end. It ain't even the beginning of the end.

Woman : Oh, for fuck's sake, get on with it.

Albert : Get on! Look, ladies, please. I'm doing me best.

Woman : Oh come on.

Albert : Now, the deadline we set the management to respond to our complaint about how they've regraded you unskilled has now passed. (*Made in Dagenham*, minute 00:04:29)

The conversation above obviously shows that women are underestimated. Because of this stereotype, women's salary is lower than men's. They need equal pay. Equal pay for women becomes an issue regarding pay inequality between men and women. Women may want equal pay since long time ago, we can see it from the passion of women to hear what news Albert brings.

Albert brings news that management wants to meet with two of women workers. Actually, the women workers wait for the response from the management about their demand on equal pay. Nevertheless, the management does not want to make women's salary equal because they consider that women are unskilled. That is why the management wants to have meeting to declare whether women workers deserve equal pay or not.

Back then, the management wants to meet two of women workers as representative to discuss about their complain. Here, Rita and Connie, Rita's

workmate, are chosen to face the representative of management. Before the meeting starts, there is a man named Monthy who claims to stand on women's side. In fact, he is just as bad as other members of management.

Monthy also thinks that Ford women workers are unskilled workers. The conversation below is Monthy's trick to persuade Rita and Connie.

Monthy : Rita.

Rita : Yeah.

Monthy : Word of advice. When we get there, don't let them lure you in.

If they seem to be asking you a question, keep your head down. I'll handle it.

Above all, if I nod, you nod. Got that?

Rita : Right.

(Made in Dagenham, minute 00:18:55)

The conversation implicitly means that Monthy considers these women as obedient people. He thinks that women can be influenced easily.

Monthy tries to persuade Rita and Connie to agree with what Monthy says.

These women do not know yet about Monthy's character. At first, they obey what Monthy says. Nevertheless, from Rita's answer "right" simple and plain, it shows that Rita a bit confuse and does not know how to response

Monthy's advice. Rita doubts about the reason why she has to follow what Monthy's answer to management.

Conversation between Monthy and Rita also can be concluded that most of men still think that women are weak and warm. So that, women trust in what men say easily.

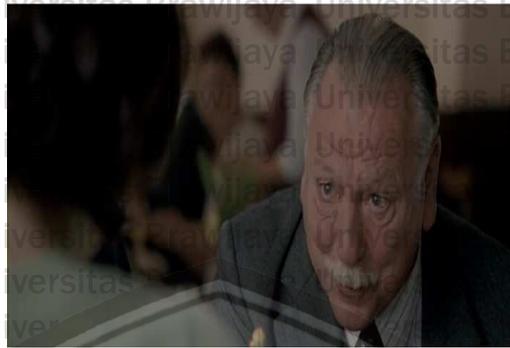


Figure 3.1 Monthly tries to persuade Rita
(Source: Made in Dagenham, 2010, minute 00:19:09)

The picture above shows how Monthly tries to persuade Rita to obey what Monthly will say. We can see from the way Monthly stares at Rita, he is trying to convince that what he says is true. People usually makes a deep staring to convince their partner in a conversation to believe in what they said.

When people see women as warm and caring but less competent than men, they may give women positive evaluations but still feel that women need men to protect and take care of them. Thus, women's subservience is justified (Glick and Fiske, 1999). However, men usually forget that there are still smart women behind their appearance. It can be seen from what Rita does in the middle of meeting.



Figure 3.2 Rita shows the material which is used as evidence

Source: (Made in Dagenham, 2010, minute 00:21:46)

After 3 hours meeting, the management says such a nonsense thing.

Surprisingly, at Figure 3.2 we see Rita is taking out an evidence to prove that women do not deserve to be called as unskilled workers and because of that women workers deserve equal pay with men workers. It also proves that what management said was non sense.

Rita : Bollocks.
 Monthly : What?
 Rita : I'm sorry, Albert, but it is.
 Three hours we've been sat here.
 "That's what matters to the girls?"
 How you qualify to the talk about that, I do not know. Here. Have a look at this. There. You put them together. Go on.
 Management : It's Ford property, I believe.
 Rita : Oh, stop it!
 We have to take these different pieces and work out how they go together.
 Because there ain't no template, is there?
 We have to take them and sew them all freehand into the finished article. The same with the door trim and God knows what else.
 That is not unskilled work, which is how you've regarded us. Christ, you need to take an exam to get on our line.

(Made in Dagenham, minute 00:21:22)

This dialogue strongly shows that Ford women workers really cannot accept “unskilled workers” stereotype and the management insists that the stereotype is proper for Ford women workers. We can see it from how Rita explains how to make the pieces of material’s upholstery go together and she says “That is not unskilled work, which is how you’ve regarded us.” So that, Rita satire the management to take an exam in order to understand what Ford women workers’ demand. Based on Rita and her workmates, the work they do needs skill and accuracy.

The dialogue below is still the dialogue when Rita is in the meeting. It follows the previous dialogue above. Rita is still standing on her thought that Ford women workers do not deserve “unskilled workers” stereotype and deserve equal pay.

Management : Mrs. O’Gardy, I understand your grievance....

Rita : Well, I really don’t think you do. It’s not difficult, though we’re entitled to semi-skilled and the wages what go with it.

Management : Bring this to the meeting.....

Rita : Hang on!

And as regards to this queue-jumping bussines, well, we put this complaint in months ago, didn’t we?

It’s just you’ve done nothing about it.

And we all know why. That’s because women have never been on strike before, isn’t it?

You just thought you could forget it and we’d all go away. Well, I’m sorry, but it isn’t gonna be that easy because we’re not going anywhere. We’re gonna do what we said we would.

No more overtime and an immediate 24-hour stoppage.

And where it goes from there, well, it’s up to you.

(Made in Dagenham, minute 00:22:24)

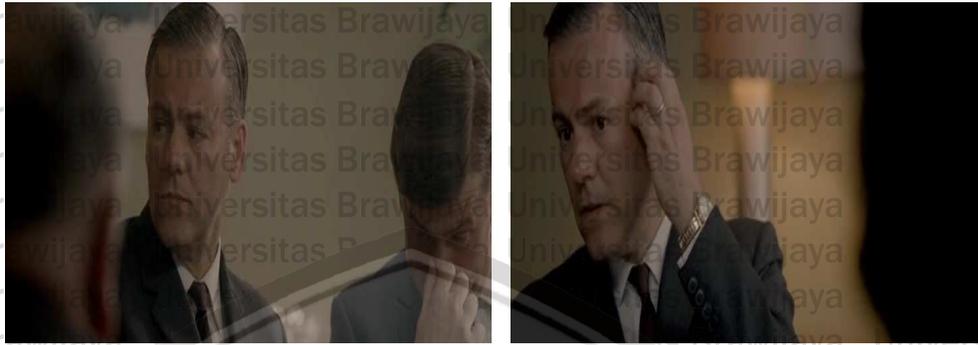


Figure 3.3 The management's expression after hear Rita speaks up
(Source: Made in Dagenham, 2010, minute 00:23:23)

From dialogue and figure 3.3 above we can see that management has no idea how to respond to what Rita says. Management thinks that Rita will not speak what she feels, she will keep silent. Like what Christian's mythology says that instead of speaking, women should be submissive. "Submission" and "silence" are two sides of the same coin, to be silent is to be submissive and to be submissive is to be silent (Paul, 2005). After Rita speaks up, management tries to procrastinate Rita's complaint in another meeting. Rita does not want to because from the fact before, management reacts nothing to respond Ford women workers' demand. From figure 3.3, we can see also how the management scratch his head, it shows that he is surprised by Rita's guts. From what Rita explains on dialogue above, the stereotype that women workers are unskilled workers has been refused.

They sew different pieces of materials all freehand into finished article. It is not easy, this job needs patience, accuracy, and skills.

In the housewifery, the stereotype of women are caring but incompetence (Fiske, 2005). At first, Rita is a descent mother and wife.

Every morning, she prepares breakfast for her husband and children. She also washes her husband's and children's clothes. Rita O'Grady is a housewife who is full of responsibility although she works at Ford Dagenham. We can see from this dialogue, how she cares about his son who is just hit by his teacher. She comes to his son's school to meet his son's teacher.

Rita : Mr. Clarke?
Can I have a word?
Mr. Clarke : Of course. How can I help you?
Rita : You hit my son. On his hand. Caned him. And it ain't the first time.
Mr. Clarke : Yes. O'Grady. I remember.
Forgot is protactor. And it isn't the first ti...
Rita : Don't care whether it's the hundredth time.
I don't want you doing that!
(Made in Dagenham, minute 00:11:43)

The conversation between Rita and her child's teacher clearly shows us that although Rita is busy with her job, she still gives a little time to meet her child's teacher to complaint why he hit his son's hand. The sentence "Don't care whether it's the hundredth time. I don't want you doing that!" shows how Rita really loves his son and tries to defend him from his teacher.



Figure 3.4 Rita shows her care to her family
Source: Made in Dagenham, 2010, minute 00:10:41)

Figure 3.4 above shows that Rita does not forget her responsibility as a mother. She still takes care of her son and prepares breakfast for her family everyday before she goes to work. This statement supports Rita's attitude that women should work at home having full of attention to her husband and children. The Bible (rabvincent, 2008, para. 2) mentions submission functions slightly different for males and females: a man is to submit to the needs of his wife and a wife is to submit to the desires of her husband.

In spite of the fact that women must take full care of her housewifery, sosial economic condition insists Rita to have a job. It is not enough to fulfill the household needs by using the salary of Rita's husband. In fact, although Rita has a job, their salary is stil not enough to fulfill their life needs. This is one of Rita's reasons to bear her job. She wants to struggle against gender stereotype, prejudice, and discrimination which make a gap

between men and women. The stereotype, prejudice, and discrimination also make salary of women workers lower than men workers.

3.2 The Struggle to Get Equal Pay in *Made in Dagenham*

As Thomas Jefferson says that there are three pillars for all people who were created equal: life, liberty, and the pursuit of happiness (Hollinger, 2001 p. 133). This phrase seems suitable to Ford women workers who keep struggling against gender stereotype, prejudice, and discrimination toward them to get their right, equal pay. Many people support, and not a few oppose. Rita gets pressure from many aspects even from her work-mate, the Ford women workers itself. She gets contempt by contempt. However, this condition cannot stop her to lead her work-mate to get their demand.

Ford women workers cannot wait any longer to make their demand becomes true. The following dialogue shows us how the women workers want to do an industrial action in order that management can answer their claim.

Albert : Those for industrial action, hands up.
Women : Yes!
Albert : Against?
Full house!
I'm seeing the management tomorrow morning,
And I shall inform them of your decision.
(*Made in Dagenham*, minute 00:05:22)

Because the management takes long time to respond Ford Women Workers demand, the women plan for an industrial action. This is first time

for women workers are brave to do that. In Ford Dagenham, men and women workers have same work-time, but in fact the wages of women workers are lower than what men get. And the picture 3.5 below represents that all of Ford's women workers rises their hands to approve industrial action.



Figure 3.5 Ford women workers raise their hands to approve industrial action

(Source: *Made in Dagenham*, 2010, minute 00:05:31)

3.2.1 Encouragement to Support Industrial Action

Anyhow, many people show their encouragement to support women movement. Here are several dialogues taken from *Made in Dagenham* to show this phenomenon.

Eddie, Rita's husband, supports Rita to go to work. First, he also supports Rita's industrial action. We can see from this dialogue below between Eddie and Rita which happens in the morning when Rita prepares breakfast.

Rita : We haven't even paid for the fridge yet.
 And the three piece is still on tick.
 Now we've got all this unrest work.
 Eddie : What unrest?
 Oh, that? You had a vote, Rita.
 Unrest is when you actually come out and strike.

No, don't look like that. I'm only joking.

Rita : All right.

Eddie : I'm proud of you. We all are, aren't we?

(*Made in Dagenham*, minute 00:16:51)

What Rita says in the conversations above shows us that Rita and Eddie still live in the shortage. The equal pay is needed to help improving the quality of their life. From what Eddie says in the conversations above, he thinks that the mess in the workplace will happen when women working class in Ford Dagenham do their industrial action. The industry will stop which means that income to the country will be reduced also. Jpplawyer (2009, para. 11) stated that strikes and demonstration which is conducted extended and continuously will kill economic activities.

Not every men agrees with stereotype which is given to women as unskilled workers. In *Made in Dagenham*, there is a man who always stands and encourages Rita to struggle against women's stereotype to get equal pay. He is Albert. In this film, there is a scene where Albert has a conversation with Rita to encourage her. The coversations are like dialogue below.

Albert : Ford decided to give you less money because they can. They're allowed to pay women a lower wage than men. All over the country, Rita, women are getting less because they are women.

You'll always come second.

You'll always be fighting over the scraps. Until you....

Rita : We get equal pay?

Albert : Yeah.

(*Made in Dagenham*, minute 00:33:34)

In this conversation, Albert tries to convince Rita to not give up to struggle to get equal pay. Albert does this because of his experience when he was a child. His mom worked all day long and she was getting less than half what the factory was getting for doing the same work (*Made in Dagenham*, minute 00:34:22).



Figure 3.6 Albert convinces Rita to continue women's struggle (Source: *Made in Dagenham*, 2010, minute 00:34:17)

Figure 3.6 tells us when Albert meet Rita in a cafe after Rita did the first industrial action. Albert shows his support to Rita that she must continue leading the women's struggle. Albert gives explanation to Rita about his mother's struggle long time ago to motivate Rita. Albert's explanation implicitly means that the position of women are under emphasized from a long time ago. In the 1960s in Britain saw the emergence of equal rights group, but these were identified not with an organisation of professional women, but with industrial militancy of working-class women (Tornham, cited in Gamble, 2005, p. 26). According to Albert, women will have the same position with men when women can get equal pay. It shows from Albert's saying "You'll always come second,

You'll always be fighting over the scraps until you get equal pay". It means that Albert thinks when women get wage equally, it can improve women's social status. By getting equal wages for having the same work-time with men, women also can help to improve prosperity of her housewifery.

Albert gets rebuked by management because he defends Rita and another Ford women workers' struggle. These are the conversation between Albert and one of members of management.

Management : We ain't unsympathetic, but as an union, we have to remember who comes first.

The Communist Party and Marx himself said "Men write their own history." That's "men" Albert.

Albert : But he didn't he also say, "Progress can be measured by the social position of the female sex"?

Or was that a different Marx?

That was Groucho, was it?

Equal pay accross the board.

You telling me that ain't worth fighting for?

Of course it is. And you know it.

I'll tell you something. This Rita has got a bigger set of balls than you three put together.

And she ain't scared to lay them on the line neither.

And I, for one, am gonna help her.

(Made in Dagenham, minute 00:45:33)

This shows us how Albert really supports Rita for her struggling. Actually, what Ford women workers need is couragement because the struggle against majority needs mental support. If management says that the members of organization promise to support its members, they will help Ford women workers' also (*Made in Dagenham* minute 00:46:25). From this statement, we can conclude that men do not want to give women's right

to get equal pay, whereas based on Mulugeta (2010), he said that it should be both of men and women that need to be involved in the emancipation of women. We can see also from one member of management who talks to Albert says “We have to remember who come first”, it can be said that in that time the position of men was always be prioritised (Gamble, 2004).

Another evidence that clearly shows us that women always come second in society is also depicted in *Made in Dagenham* movie and this evidence also clearly shows encouragement to support Rita’s industrial action.

Lisa : I’m Lisa Burnett, I’m 31 years old.
I have a first-class honors degree from one of the finest universities in the world. And my husband treats me like I’m a fool. And when I was studying for my degree, I was very, very happy. And mostly because of the work. Because I love reading about all these extraordinary people making history.
And.....
And I just wondered what it felt like. So let me know, will you, when you finish doing it?

Rita : I don’t know.

Lisa : Don’t give up. Don’t let me down.

(*Made in Dagenham*, minute 01:20:35)

Lisa Burnett is Peter Hopkins’ wife. Peter Hopkins is one of management members in Ford where Rita works. Lisa comes to support Rita to keep what Rita has been struggled for. “First-class honors degree from one of the finest universities in the world” cannot make her look smart in front of her husband. Supporting Rita to keep in struggle is one of her way to help women to get women’s right.



Figure 3.7 Lisa convinces Rita to keep the struggle going
(Source: Made in Dagenham, 2010, minute 01:19:38)

Figure 3.7 want to tell us about how Lisa tries to motivate Rita to keep her struggle whatever happens. Lisa comes to Rita's house to convey her encouragement. It implicitly means that Lisa does not want another woman feels like what she feels, she cannot speak up even though in front of her husband. From the words "I loved reading about all these extraordinary people making history and I just wondered what it felt like" can be concluded that actually Lisa wants to make history with her supporting degree, but in fact she can only imagine to be like that because her husband make her like a fool. High education does not make her become priority in society, especially at her own home.

3.2.2 Obstacles experienced by Rita and Her Work-mate

Pressures come from inside and outside Rita's surroundings. From her work-mate itself, her family, and from society. These all are not easy to be conquered by Rita as a leader of this movement. First obstacle comes from Brenda, her work-mate. She blames Rita of the action, because she does not

want to feel tortured. In the end of first little demonstration, no one sees this action and the women get wet, Brenda says something that make Rita feels down.

Rita : Well done, girls.
See you.

Brenda : Hey, Rita, well done?

It was your gob what got us here, wasn't it?

(*Made in Dagenham*, minute 00:31:58)

“It was your gob what got us here, wasn't it?” sounds like Brenda is not interesting enough with this starting movement. She cannot accept condition which we can say hard for a woman who never stand up for hours and get wet. We can imagine that if your first effort has already underestimated by someone, it will make us confuse whether we must still continue our effort or not. Fortunately, Rita meets Albert in her way home and Albert encourage her to stand still in her struggle. Albert says “But this need a leader. Someone to inspire the girls to make the points clear.” (*Made in Dagenham*, minute 00:35:01). Albert's words mean to encourage Rita to keep leading these Ford women workers to get justice in workplace.

As Ford women worker's action come bigger and bigger, there are also several problems of Ford factory. Men workers cannot work as usual because there are no more seat which should be finished by women workers.

“There are no more finished seat. No more seats, no more jobs” (*Made in Dagenham*, minute 00:53:37) means if the women do the strike, it will influence men workers' performance in working. Inevitably, men cannot continue her work to make car as usual. This scene also shows us when Rita

arrives at Ford to check her friend, she meets an aggregate of men workers in their way to back home in he worktime. Rita tries to ask one of them “Hey, what’s going on?” and a man says “You’ve shut the factory. Well done.” (*Made in Dagenham*, minute 00:54:17). In this conversation, we can see that men workers also blame Rita for leading Ford women workers to do industrial action.

Ford’s Dagenham. The plant is mainly idle. With thousands laid off, strike bound, and production barely ticking over, millions of vital pounds being lost in export orders. And until there’s an answer to the rift between management and Ford’s machinists, the factory gates will remain closed indefinitely to the entire work force.

(*Made in Dagenham*, minute 00:54:31)

This is what Britain’s local television has reported. The effect of Ford women machinists’ strikes is spreading. This also make men workers get depressed. They lose their living. This scene shows us when Rita is walking at sidewalk, she meets Gordon, her men work-mate.

Rita : Hello, Gordon. You alright?

Gordon : Yeah. I’m alright. You alright?

Rita : Yeah? I’m alright.

Gordon : Yeah? Of course you are. Well you don’t have to work, do you?

Rita : Ey?

Gordon : You can afford to have principles. I mean, you ain’t the breadwinner. It’s nice. It’s a bit extra, but you don’t have to. I have to fucking work. Pay the electric and the food and the coal, the fucking basics.

Only now I can’t.

Fucking idiot!

(*Made in Dagenham*, minute 01:07:33)

The word “fucking” which come from Gordon’s mouth clearly shows his anger to Rita for leading Ford’s women machinists movement. He is

depressed because he cannot buy and pay anything that he used to be buy and pay. Gordon thinks that Rita will be fine because she does not have to pay anything like he does. “You can afford to have principles” means Gordon does not blame Rita to the fullest but the current condition makes Gordon get depressed. Nevertheless, “I mean you ain’t the breadwinner” can be concluded that women are not the head of a family, so women does not have to struggle for equal pay because their husbands will work to support their family’s life. Supporting Gordon’s sentence, some men blame women movement. In an interview which is reported in Britain local, some men does not support Ford women’s industrial action to get equal pay.

Reporter : Do you believe in this women’s strike?

Men : No, I don’t.

They shouldn’t get the same as lads.

Reporter : You don’t believe in equal pay?

Men : No, no, no. Not for women. The men are breadwinners. The women shouldn’t strike because a lot of their husbands work here.

(Made in Dagenham, minute 01:08:06)

The interview above clearly shows that there are many people, especially men, who do not support Ford women’s industrial action. Men think that the wage which women get is proper because the men are breadwinners. Men are those who have big duty to take care of his family by working. From the words “They shouldn’t get the same as lads,” we can see that men still want to be the first in society. “The women shouldn’t strike because a lot of their husbands work here” implicitly means industrial action

which is done by women can give disadvantages to their husbands indirectly.

Beside society, Eddie, Rita's husband also complains his wife. Eddie also works in Ford's Dagenham, and now he is unemployed. They start to have less money to fulfill their household needs. In one scene of *Made in Dagenham*, their refrigerator is taken by creditor because they have not paid the credit yet. In this scene, Eddie and Rita are quarelling each other.

Rita : Could have put him off till next week?
Eddie : He wanted paying!
Rita : Should've told him we didn't have it?
Eddie : Right!
Rita : I'm in charge of money.
Eddie : Ain't much fucking good at it, are you? We might have some left. Welcome to the real world, Rita. This is being on strike. You run out of cash and you end up screaming each other.
Rita : What happened to you?
Eddie : oh, SHUT UP!
Rita : Don't you tell me "shut up" Eddie....
(*Made in Dagenham*, minute 01:09:10)

"I'm in charge of money" means Rita believes her struggle is for getting more money to save her family's financial problem. Nevertheless, Eddie judges that Rita runs out of cash because by doing strike, it means Rita makes man workers become unemployed indirectly. The sentence "don't tell me 'shut up' Eddie" highlights that Eddie never snap to Rita before. Eddie is angry to Rita because Rita is the reason why he lose his job. From the increasing of Eddie's tone, we can see that Eddie feels pressed. Many outcome but no income, as head of family absolutely Eddie will feel that. Money supply is running low, many things must be paid. Eddie tries to

make Rita realize that Ford women machinists' strike just give disadvantages of many aspects. Eddie is hard to believe that Rita will get what she demands to. It can be seen from his words "Welcome to the real world, Rita". Rita is too busy with her industrial action which makes her ignore her duty at home. Rita does not have enough time to take care of her husband and children.



Figure 3.8 Chaos happen in Rita's housewifery
(Source: Made in Dagenham, minute 00:47:36)

First picture shows how Eddie tries to make breakfast for his children, but he burns the pan. Second picture tells us how the condition of Rita's kitchen, messy and untidy. The third picture describes about Rita's daughter

whose hair is not neatly combed. These three problems emerge when this family lose a figure of wife and mother. Rita as housewife forgets about her duty at her home because she is too focused on her struggle to get equal pay.

The bickering between Eddie and Rita does not only stop at that moment, in another scene Eddie asks Rita to stop her struggle but Rita does not hear Eddie's request.

Eddie : Why you looking like that?

Rita : Right! You're a saint now, is that what you're telling me Eddie?

What are you saying? That is as it should be. Jesus, Eddie!

What do you think this strike all been about?

Actually you're right. You don't go on the drink.

Don't gamble, you join in with the kids, you don't knock us about. Lucky me!

For Christ's sake, Eddie, that's as it should be!

You try and understand that. Rights, it's not privileges. It's that easy. It really bloody is.

(Made in Dagenham, minute 01:23:21)

Eddie attempts to make Rita remember about her duty at home by making example of himself "I like a drink, but ain't out on the beer every night or screwing other women or...and I've never once raised my hand."

(Made in Dagenham, minute 01:23:07) does not make Rita change her

mind. Rita still stands on her way and chooses to argue with Eddie. Her

words "what do you think this strike all been about?" give a prove that Rita

does not want her struggle to be underestimated, eventhough by her husband.

The last pressure comes from Connie, Rita's closest friend at Ford's

Dagenham. Connie's husband, George, suffers from Post Traumatic Stress

Disorder. Post Traumatic Stress Disorder is an emotional illness that is classified as an anxiety disorder which usually develops as a result of a terribly frightening, life-threatening, or otherwise highly unsafe experience.

PTSD sufferers re-experience the traumatic event or events in some ways, tend to avoid places, people, or other things that remind them of the event and are exquisitely sensitive to normal life experiences (Medicinet, 2010, para. 1). George was a gunner in the 50 Squadron in the RAF. He got shot down one time on a raid to Essen (*Made in Dagenham*, minute 01:27:02).

We can see also from George's photo in his bedroom (*Made in Dagenham*, minute 01:04:21). This is the reason why he suffers from PTSD. George only lives with Connie. He always wants Conny stands by him, because he always feels scared when he is alone. Connie is confused. She must choose whether to support Rita continuing their industrial action or to always accompany George at home. One time, Rita goes to Connie's house and gives a news about industrial action.

Rita : Albert's been in touch. There's a meeting down the union. Sounds important. Think we should be there.

Connie : No, I don't think so.

Rita : What are you talking about?

Connie?

Connie : George is ill Rita. You know that. He's touched.

The strike's just whipping everything up. I've gotta put him first.

Rita : Look, Connie, I know it's hard...

Connie : No, you don't.

I'm not his wife anymore.

I'm more like his sister or his...! But, I'm his.

That's all he's got left.

Rita : Connie, I ain't saying you gotta give up on him. You've got a life too, you know. You gotta live it or the war's gonna end up destroying two people. (Made in Dagenham, minute 01:03:02)

Rita's convinces Connie not to stop the struggle. Rita wants Connie stands by her, supporting her. Finally, Connie tries to go to the meeting. Going back home from that meeting, Connie opens the door and gets shocked. George commits suicide, he hangs himself (Made in Dagenham, minute 01:16:45). Rita, who is on her way home, hears Connie screams out loud and goes back to Connie's house. George's death makes Rita feel extremely guilty. In picture below, Connie tells Rita about her regret of her struggle and Connie thinks to stop. Rita also gets shocked and thinks to stop her struggle but she does not do that then.



Figure 3.9 Rita is in George's funeral (Source: Made in Dagenham, 2010, minute 01:18:01)

3.3 Rita and Ford Female Workers' Industrial Action

Rita and Ford women workers do what is called industrial action.

Industrial action is step that workers of a firm may take to enforce their demands or to press addressing of their grievances (BusinessDictionary, 2012). There are many kinds of industrial action. It can include strikes, stoppages of work, work bans, lock-outs and the performance of work by an employee in a manner different from that in which it is costumarily performed (edu, para. 1). In this case, the industrial action is done in order that women workers can be treated equally in workplace. After Rita and Connie have a meeting with management and say “no more overtime and an immediate 24-hour stoppage”, she keeps her promisses. She informs her work-mate and then they do demonstration directly. It means Rita is not playing a game, she really wants a fairness in her workplace.



Figure 3.10 Ford Women Workers do demonstration
(Source: Made in Dagenham, 2010, minute 00:28:55)

They do demonstration as a starting point to protest. We can see from figure 3.10, they bring kind of boards which is written about what they demand on, for example: support the women. The women want to be respected. Nobody sees this little action. At first, the women only do the demonstration without leaving their work. The day after they do demonstration, they get a letter which content is “You aggressive disregard for the existing complaints procedure.” (*Made in Dagenham*, minute 00:42:24). This letter is given to give warning to women in order to stop their effort to get equal pay. After they get the letter, Rita comes to Albert and Monthy’s room to protest.

Monthy : Ignore it.

Rita : Ignore it?

Monthy : Standard issue, day after a walkout.

Rita : Have you seen the language?

“You aggressive disregard for the existing complaints procedure.”

Tone of that?

Monthy : They don’t mean it.

Rita : So why they saying it?

Monthy : That’s how we’ve always done it.

All the other strikes. It’s like the rules.

Rita : Oh, no, no, no. I’m sorry.

Sorry, we ain’t playing that game. We ain’t your men. We’re us. And we certainly won’t be addressed in this manner.

Connie : No.

Rita : All those in favor of not only maintaining but increasing our current action by going to an all-out stoppage until we get the same rates of pay as men?

Monthy : What? Equal Pay?

Rita : Why not? Because that’s what this is really about, isn’t it? We’re on the lowest rate in the whole factory despite the fact we’ve got considerable skill. And there’s only one possible reason for that. It’s because we’re women. And in the workplace, women get paid less no matter what skill they got.

Which is why, from now on, we gotta demand a level playing field and rates of pay which reflect the job, not whether you've got a dick or not. This strike is about one thing FAIRNESS. Equal pay or nothing.

All those in favor?
Women : YES!
(Made in Dagenham, minute 00:42:15)

Rita's utterances in this dialogue indeed strongly and obviously show that Ford women workers only need fairness in their workplace. Women cannot be stopped only by warning letter. Rita will lead the struggle step by step comes to bigger and bigger real action until Ford women workers get equal pay.



Figure 3.11 Rita starts to speak up in outside factory, in front of mass media
(Source: Made in Dagenham, 2010, minute 00:47:05)

After doing demonstration inside the factory and get nothing, except warning letter, Rita leads her work-mates to make bigger action. They do demonstration outside the factory, in front of minister's home office and do long march. Rita also speaks up in front of mass media about the unfairness in her workplace like we see on Figure 3.11. Ford women workers also do the strikes and stoppage of work.



Figure 3.12 Sandra writes “equal pay” at her belly in photo section (Source: Made in Dagenham, 2010, minute 01:12:49)

Figure 3.12 shows one of Rita’s work-mate, Sandra, has an idea as a model. In the middle of her photo section, she writes “equal pay” at her belly. This action is one of the examples of the protests that Ford women workers do.

After this step by step action, the next step is Rita ventures herself to deliver speech in front of Trade Union Conference, in Eastbourne. Trade Unions are organizations that represent people at work. “Representing” here could mean someone from the union meeting with management on behalf of a member or a group of staff or taking up a problem with your employer for you (ucu, 2012, para. 1). This is Rita’s speech in front of the men in Trade Union Conference.

My best friend lost her husband recently. He was.... He was a gunner in the 50 Squadron in the RAF. Got shot down one time on a raid to Essen. And even though he was badly injured, he managed to bail out. I asked him why he joined the RAF and he said: “Well, they got the best women, haven’t they?” which they did. And then he said, “Well, you gotta do something, haven’t you?” You had to do something. That was a given, because it was a matter of principle. You had to stand up, you had to do what was right. Otherwise you wouldn’t be able to look at yourself in the mirror. When did the change? When did we, in this country, decide to stop fighting? I don’t think we ever did.

But you've gotta stand us up. You've gotta stand up with us. We are the working classes. The men and the women. We're not separated by sex. But only by those who are willing to accept injustice and those, like our friend George, who are prepared to go into battle for what is right. And equal pay for women is right. Thank you.

(Made in Dagenham, minute 01:27:02)

Nothing will stop Rita's effort to get equal pay, because her struggles to get something is a right action. "We are the working classes. The men and the women. We're not separated by sex" from these sentences can be concluded that Rita sees men and women in equal and hope that men and women can be treated equally.

The final struggle of Rita and Ford women workers is when they meet prime minister. Their struggles are not useless and come to the conclusion that they get what they demand, equal pay. This is what Prime Minister says about the result of their discussion.

The 187 Ford machinists will be going back to work on the first of July. They will receive an immediate pay rise of 7 pence an hour, which will put them at 92 percent of the male rate. However... however, this is not all. As a result of our discussion, I can confirm that government is in full support of the creation of an Equal Pay Act an by the autumn of this year, I guarantee appropriate legislation to ensure that that act becomes law. Thank you.

(Made in Dagenham, minute 01:45:24)

Finally, after facing many barriers and obstacles, Ford women workers who are led by Rita get what they want all this time. Men and women must be treated fair in society. This is not easy to come to this achievement. It needs patience, never ending struggle, and belief that men and women are created equal.

CHAPTER 4

CONCLUSION AND SUGGESTION

4.1 Conclusion

Made in Dagenham is a film of Ford women machinists' struggles against gender stereotype, prejudice, and discrimination to get equal pay. This film can be regarded as a mirror of women's fighting spirit against condition which is believed that women are afflicted and exploited by men. Unfairness is everywhere, especially in workplace. People think that women are only proper to work at home as housewife.

This difficult situation emerges because women are always associated with a negative stereotype. People see women as a warm, caring, but incompetent person. It is a stereotype which can make us give positive point of view but it means that women still need men's protection. This condition makes women often face unfair action in their daily life. In workplace, women also become a minority group. The negative stereotype and small number of existence at the workplace become the main reasons why women are discriminated.

This movie obviously shows how Ford women workers struggle against gender stereotype, prejudice, and discrimination to get equal pay. Rita O'Gardy, the main character here, works at Ford, a car factory in Dagenham. She leads women-working class to do industrial action, such as demonstration, strike, and stoppage of work in order to get equal pay. Ford women machinists are labelled with "unskilled workers" by management

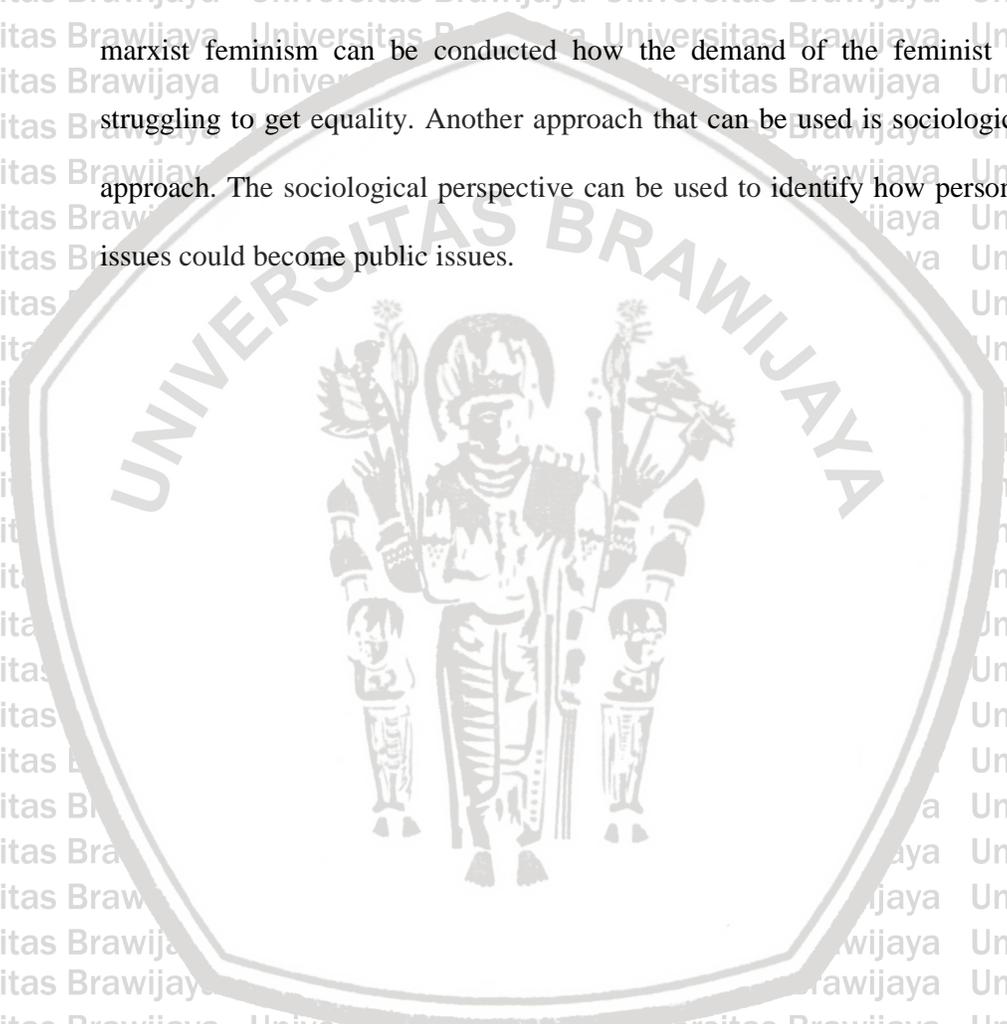
which causes them to get lower wage than men workers. These women think that they deserve equal pay and do not deserve the stereotype. Many people support their industrial action, but not a few oppose. Pressures come from many aspects, inside and outside the factory, even from Rita's husband herself. Obstacles by obstacles has been faced by Rita. It does not stop Rita and the women's struggle but it encourages them to get what they demand. Rita shows that fighting spirit is the most important thing to reach a dream. Her desire to reach what women need, equal pay, becomes her power to keep struggling.

Rita can be said as a hero of this movie, not only for Ford women workers but also for all women workers in the whole Britain. Unfortunately, Rita neglects her duty as housewife because she is too focused on her struggle to get equal pay. Eventhough, in the end of this movie her husband says that he is proud of Rita because of her courage. Equal pay that Rita gets finally can prove that stereotype sticks on women are disproven. It can be said that hard effort and never ending struggle will be not useless. The equality becomes posible thing and equal pay between men and women workers is the thing that is worthwhile to fight for.

4.2 Suggestion

Each obstacle which is experienced by Rita and Ford female workers in this movie is interesting to discuss. Every single dialogue in *Made in Dagenham* strongly shows about gender stereotype, prejudice, and discrimination. The study on these three concepts gives new knowledge how

the gender can influence someone in reaching equality. However, there are still many theories and approaches which can be used to analyze this movie further. By the end of this research, the writer recommends the next reseachers to use more detail in theory of marxist feminism. Theory of marxist feminism can be conducted how the demand of the feminist on struggling to get equality. Another approach that can be used is sociological approach. The sociological perspective can be used to identify how personal issues could become public issues.



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1.	27 Februari 2012	PengajuanJudul	Pembimbing I	<i>[Signature]</i>
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5.	12 April 2012	Konsultasi III (Bab I)	Pembimbing I	<i>[Signature]</i>
6.	27 April 2012	Konsultasi IV (Bab I)	Pembimbing I	<i>[Signature]</i>
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8.	21 Mei 2012	Konsultasi VI (Bab I)	Pembimbing I	<i>[Signature]</i>
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11.	6 Juni 2012	Konsultasi III (Bab I)	Pembimbing II	<i>[Signature]</i>
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14.	30 Juli 2012	Konsultasi III (Bab II)	Pembimbing I	<i>[Signature]</i>
15.	10 September 2012	Konsultasi I (Bab II)	Pembimbing II	<i>[Signature]</i>
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17.	17 Oktober 2012	Konsultasi III (Bab II)	Pembimbing II	<i>[Signature]</i>

18.	25 Oktober 2012	ACC Bab I dan II	Pembimbing I	RS
19.	25 Oktober 2012	ACC Bab I dan II	Pembimbing II	CS
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21.	29 Oktober 2012	Seminar Proposal	Pembimbing II	CS
22.	1 Februari 2013	Konsultasi I (Bab III)	Pembimbing I	RS
23.	11 Maret 2013	Konsultasi II (Bab III)	Pembimbing I	RS
24.	18 Maret 2013	Konsultasi I (Bab III)	Pembimbing II	CS
25.	25 Maret 2013	Konsultasi II (Bab III)	Pembimbing II	CS
26.	1 April 2013	Konsultasi I (Bab IV)	Pembimbing I	RS
27.	8 April 2013	Konsultasi I (Bab IV)	Pembimbing II	CS
28.	15 April 2013	ACC Bab III dan IV	Pembimbing I	RS
29.	22 April 2013	ACC Bab III dan IV	Pembimbing II	CS
30.	3 Mei 2013	Seminar Hasil	Pembimbing I	RS
31.	3 Mei 2013	Seminar Hasil	Pembimbing II	CS
32.	3 Mei 2013	Seminar Hasil	Penguji	CS
33.	10 Mei 2013	Revisi I	Pembimbing II	CS
34.	10 Mei 2013	Revisi I	Pembimbing I	RS
35.	27 Mei 2013	ACC Revisi	Pembimbing I	RS
36.	27 Mei 2013	ACC Revisi	Pembimbing II	CS
37.	10 Juni 2013	UjianSkripsi	Pembimbing I	RS
38.	10 Juni 2013	UjianSkripsi	Pembimbing II	CS
39.	10 Juni 2013	UjianSkripsi	Penguji	CS
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