

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

This chapter discusses the answers of the research questions raised in this research. Data are collected, analyzed and arranged to present arguments to support the answers of the research questions. It starts from the first research question about oppressions exercised by Mr. Krabs, and the second about the representations of the bourgeoisie and the proletariat in the episodes.

4.1. Oppressions by Mr. Krabs in SpongeBob SquarePants Drive Thru

Oppression is a belief system done by one group who has power to control to make the lower class feel “less than” the upper class. In this case the writer shows the oppression exercised by Mr. Krabs towards his employees. It starts when Mr. Krabs discovers the “Drive Thru” unintentionally in his restaurant when he fixes a little hole in his restaurant.



Figure 4.1. Mr. Krabs trying to fix little hole in the restaurant.

When Mr. Krabs fixes the hole, a customer comes and sees through the little hole and assumes that Krusty Krab putting in a drive thru.

Dialogue 4.1.

Frank : Hey, you guys put in a drive thru!

Mr. Krabs : [confused] We did?

Frank : Great, I'll have three large Krabby Patties, Krabby Fries, a Krabby Cola, and 2 extra-large orders of Krabby Rings. [Sniffs] Is this toothpaste? (Hillenburg, 2011, minute 1:07)



Figure 4.2 A customer assumes that they are putting in a drive thru.

Although initially Mr. Krabs does not intend to make a drive thru as proved by his reply, “We did?” when answering the customer’s inquiry, the consumer’s initiation provides Mr. Krabs with the idea to diversify his business.

Dialogue 4.2.

Mr. Krabs : [smirking] Boy, I don't know how I think of this stuff, but I think I got a winner! We are putting in a drive thru!

SpongeBob : [astonished] A drive--- woah! (Hillenburg, 2011, minute 1:07)



Figure 4.3. Mr. Krabs unintentionally putting in a drive thru from the little hole in his restaurant.

Mr. Krabs' announcement that he wants to open a drive thru is responded differently by SpongeBob and Squidward. While SpongeBob only says, "A drive-- - woah!" (see dialogue 4.2) in an astonished voice, Squidward, who is always the skeptical one, has sensed the brimming of a problem; that the drive thru will create an "extra work" for the employees. To voice his concern, Squidward responds Mr. Krabs by stating directly that Mr. Krabs' plan will be result in an extra work for him, the employee (dialogue 4.3. and figure 4.4.).

Dialogue 4.3.

Squidward : Sounds like a lot of extra work to me.
Mr. Krabs : You mean for you.
Squidward : [pounds cash register] It'll cost you money.
Mr. Krabs : Oh nonsense, we'll build it for free! (Hillenburg, 2011, minutes 01:47)

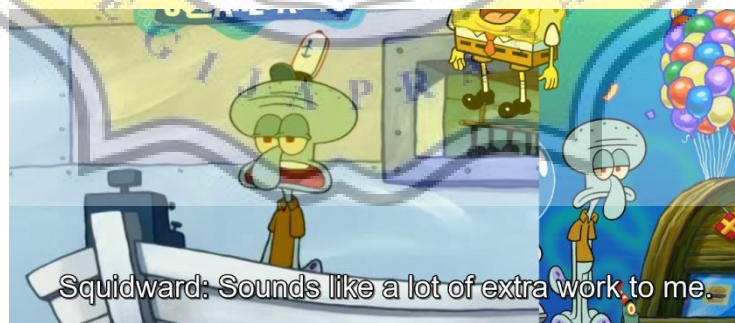


Figure 4.4. Squidward does not want to accept this new "drive thru"

Dialogue 4.3. obviously shows the oppression of labor in terms of working hours by Mr. Krabs to his employees. Squidward realizes the extra work he has to do when Mr. Krabs opens the drive-through. However, he cannot do anything but

accept the decision since he is only an employee. Mr. Krabs actually also realizes that the drive thru will definitely prolong his employees' working hour but as the owner of the capital, he does not care as proved by his saying, "You mean *for you* (italic added)" in response to Squidward's statement, "Sounds like a lot of extra work for me." Mr. Krabs' ignorance of his employees' working hour is the sign of his oppression as the capital owner who has power to his employee who is powerless. Here, it is obvious that Mr. Krabs exploits his employees.

Mr. Krabs' exploitation is proven further by his ignorance of his employees' opinion. When Squidward tries to taunt Mr. Krabs with the cost needed to spend when establishing a new system. In response Mr. Krabs proudly states that he builds this drive thru for free by crashing a wall and he claims that he surely knows he will easily get more money than he used to. Mr. Krabs goes on with his new idea and Squidward has no power to stop him. Again, Mr. Krabs' position as the owner of the capital enables him to force the employees to work and make profit. This exploitation of labor proves Mr. Krabs' exercise of the oppressions.

Forcing the employee(s) to work hard is the typical oppression in capitalism. In dialogue 4.4., Squidward who initially has already opposed to the potential extra work, expresses openly that he hates his present job because it is too complicated and tiring for him. Squidward's complaint is actually reasonable because the accidental drive-through necessitates him to run back and forth his cash register boat to the drive-through service window, the hole in the wall. However, Mr. Krabs ignores Squidward's complaint. He even reprimands Squidward by yelling "Ahoy, Squidward" when he thinks that Mr. Krabs' view does not serve a customer fast

enough.

Dialogue 4.4.

Squidward : SpongeBob, two large, two medium. I hate my job.

Dale : Excuse me, I like to place an order. [Squidward walks]

Mr. Krabs : Ahoy, Squidward.

Squidward : Mr. Krabs, I am getting really tired of running back and forth. I find it both exhausting and time consuming.

The dialogues 4.3. and 4.4. obviously show that when Mr. Krabs forces his employee to do extra work without any extra compensation, he definitely does the oppression.

Dialogue 4.5. shows another evidence of oppression. Here, the oppression is on negligence to provide a safe working condition for the employee. The safe working condition can be interpreted as a comfortable working space. In dialogue 4.5., it can be seen that Mr. Krabs, the owner of the capital, deliberately sets up his business in a way that can bring him more profit by neglecting to provide better equipment for the work. Instead of investing in new equipment for the drive thru, Mr. Krabs tells SpongeBob that he uses napkins to write the menu, tin cans for microphones, and noodle to make a sign.

Dialogue 4.5.

SpongeBob : Hi, Mr. Krabs.

Mr. Krabs : Ahoy, SpongeBob. What's with all the booty?

SpongeBob : I got this new microphone system which everybody hears them, The sign with a menu on it, and a colorful arrow from the Krusty

Krab. It even lights up, see? [Light goes on]

Mr. Krabs : OK, but I got something better. A menu made with napkins and tape, A microphone system made of tin cans, and this sign... I made it from an old noodle.



Figure 4.5. Mr. Krabs wants to get money with the smallest expenditure.

Maximizing the profit by neglecting the employees' work comfort is another sign of oppression. It means that the employees' rights are not important in the eye of the capital owner as long as the employer gets more profit. The employer, Mr. Krabs forces his employees to do the work with substandard equipment because he has a power to do so. Mr. Krabs is willing to sacrifice his employees as long as he does not have to spend extra money.

Dialogue 4.6.

SpongeBob : I don't get it, Mr. Krabs. How is this stuff better than I bought?

Mr. Krabs : I'm sorry, what?

SpongeBob : How is this stuff better?

Mr. Krabs : Because it was... [Shakes microphone] Free! (Hillenburg, 2011, minutes 02:47)

Dialogue 4.4. shows that instead of listening to Squidward's complaint and refitting the work place, Mr. Krabs rearranges the place to fit his goal of producing profit. The inability to listen to the employee problem and follow his own way to gain profit is indeed an example of oppressions.

Dialogue 4.7.

Mr. Krabs : [Pushes the cash register boat beside the hole in the wall, then pushes the grill along with SpongeBob into his office, and finally pushes his chair into the kitchen. Then walks back to Squidward]

Squidward : [Sarcastically] Oh, wonderful. Peachy. Now how am I supposed to get to SpongeBob, so I can hand them these order tickets here?

Mr. Krabs : [Smashes a hole to his office revealing SpongeBob]
Problem solved!

SpongeBob : Squidward! Hi!

Squidward : Oh, it's days like this that make me wish I had gone back to college.

Squidward in dialogue 4.7. voices his disagreement with the condition of the working space by stating that he wishes to be somewhere else, the college to be precise. But again, Mr. Krabs does not pay attention to Squidward's implied complaint because he very much focuses on the potential profit.

The fact that Mr. Krabs only thinks about his financial gain while neglecting the employee's working condition is once again shown in the dialogue 4.8. It is when Squidward sarcastically gives a bill to Mr. Krabs to pay for his surgery.

Squidward claims that he has to undergo a surgery because of the bad working condition, in this case the tin can to replace the microphone.

Dialogue 4.8.

Mr. Krabs : A bill?! And what is this for?

Squidward : It's for my ear-replacement surgery! We need a real microphone and speaker!

Mr. Krabs : You have any idea what a real microphone and speaker costs?!

Squidward : How much?

Mr. Krabs : Well...they cost as much as...as uh...as a...real microphone and...speaker.

In dialogue 4.8., Mr. Krabs is seen to avoid taking the responsibility and insist to use the old existing equipment. His confusion to answer Squidward's question on the price of the equipment proves that Mr. Krabs does not even try to check the price of the equipment, let alone to buy the new ones. The dialogue shows that Mr. Krab's idea is only good for him and not good for the employees. He forces his employee to work under a bad condition.

Mr. Krabs' stinginess is not only on the case of new equipment (dialogue 4.9.) for his employee. It goes further to the customer who is supposed to be served well. Mr. Krabs's negligence toward the customer's needs is shown by the scene when Frankie Billy asks Mr. Krabs to compensate him because SpongeBob spilled the food onto him as result of a too narrow drive-through window. Mr. Krabs refuses to give the money to Frankie Billy; he breaks the window instead to solve

the problem of the narrow window.

Dialogue 4.9.

Mr. Krabs : [Billy walks by] Can I help you? [Billy gives Mr. Krabs a bill] What?! A bill?! What's this for?

Frankie Billy : It's for my dry cleaning. Your drive-through window is getting smaller now. Size-wise, I mean.

Mr. Krabs : [Crashed the drive-through window with a mallet] There, problem solved. [Smiling]



Figure 4.6. Mr. Krabs crashed the little hole with hammer to create a big hole.

Mr. Krabs' love for money even goes further to ask his customer to compensate him with money because the customer breaks the inadequate equipment. Mr. Krabs just cares about his money.

Dialogue 4.10.

Larry : Woah woah. Whoopsy!

Mr. Krabs : [Notices the can fall of] Hey! You delinquent!

Squidward : Now you have to replace it.

Mr. Krabs : Replace what?

Squidward : The microphone!

Mr. Krabs : What do I look like I'm made out of tin cans?

Squidward : No but that pile of tin cans over there is [Points to a pile of tin cans].

Mr. Krabs : Good thing we have you around to always point out the obvious!

Squidward : Good thing you're around to never notice the obvious!

Larry : [Watches Mr. Krabs fix the microphone] Sorry about that dude.

Mr. Krabs : Well that's nice! I'm still billing you for the damages.

The oppression exists in the form of exploitation, Mr. Krabs as the owner of the drive thru exploits not only the employee by giving them bad conditioned working space, but also the customer by charging them for the damage. Mr. Krabs, the capitalist, can always find the opportunity to get money even from the small mistake that someone makes.

In general, *SpongeBob SquarePants* contains issues about oppressions experienced by the characters, especially Squidward and SpongeBob, Mr. Krabs' employees. Mr. Krabs oppresses Squidward and SpongeBob by exploiting their labor; Mr. Krabs forces them to do many extra works. Mr. Krabs also oppresses his employees, Squidward and SpongeBob by providing them with the bad working place condition. Moreover, he does not listen to his employee's complaints. All things that Mr. Krabs has done is triggered by his desire to make money, as a capitalist always aims to Mr. Krabs is willing to do anything even when he needs to sacrifice his employee to get the financial gain. In addition, not only to the

employees, Mr. Krabs also takes advantage of the customer mistake to get financial gain as in the case of Larry mentioned in dialogue 4.10.

4.2. Social Class Representation in *SpongeBob SquarePants Drive Thru*

In this film, there are two social classes portrays, the first one is the bourgeoisie represented by Mr. Krabs and the proletariat represented by Squidward and SpongeBob. The discussion below covers those two representations with the basic understanding that the Bourgeoisie indiscriminately with their power evicts Proletarian away in order to expand their territory to improve their power. Another thing is the struggle of the oppressed class in an attempt to get their rights.

Based on the film, there is a difference between Mr. Krabs who lives only to gain profit, and Squidward and SpongeBob who have to work so hard because of the drive thru. It means that Mr. Krabs with his power, oppresses Squidward and SpongeBob to work harder. Squidward and SpongeBob as the representation of proletariat struggle to survive. They struggle for their rights because the differences between the classes where the rich or the bourgeoisie treats their labors badly to gain profit.

As explained in the previous chapter, based on Marx's point of view, there are two different kinds of a class: the bourgeoisie and the proletariat (Rummel, 1977, p. 79). In *SpongeBob SquarePants Drive Thru*, the social environment is a city of the Miami.

In general, the bourgeoisie is the owner of capital, who dominates production, and who often oppresses weaker classes. The bourgeois has a nature in which they must extend, enlarge, and develop their 'wings' throughout the world. It

is their natural desire to expand the market. In contrast, Proletariat is a working class known as minority class, has no capital, often oppressed, and can only sell its own labor in order to survive because there is nothing else they can sell.

4.2.1 Bourgeoisie in *SpongeBob SquarePants Drive Thru*

As stated earlier, the bourgeoisie is the owner of capital who dominates production and who often oppresses weaker class (Ritzer, p. 60). That means, those who own the capital and those who has power to oppress weaker class are considered as bourgeoisie. In this cartoon, there are at least one major character who is categorized as the representation of the bourgeoisie, Mr. Krabs.



Figure 4.7 A Portray of Mr. Krabs

Mr. Krabs consistently shows that he's a capitalist person, he practices exploitative ways by wanting the money flows smoothly while the workers suffers and pays lower compare to their works. Not only in the episode that the writer uses in this study, *SpongeBob SquarePants Drive Thru*, Mr. Krabs' capitalistic nature can be seen in almost every other episode such as "*Squid on Strike*", one of the episodes released in 2001. This episode portrays Mr. Krabs, a typical greedy boss, who

makes strange rules by deducting his employee's payment for doing ridiculous things including talking, chewing, breathing, lollygagging, and even existing. Mr. Krabs in this episode surely uses his capitalistic way to keep every penny.

Dialogue 4.11.

Mr. Krabs : Hmm? SpongeBob! I ain't paying you to play dress up!

[Squidward becomes exasperated, and sighs deeply]

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 : What is this!?! 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?

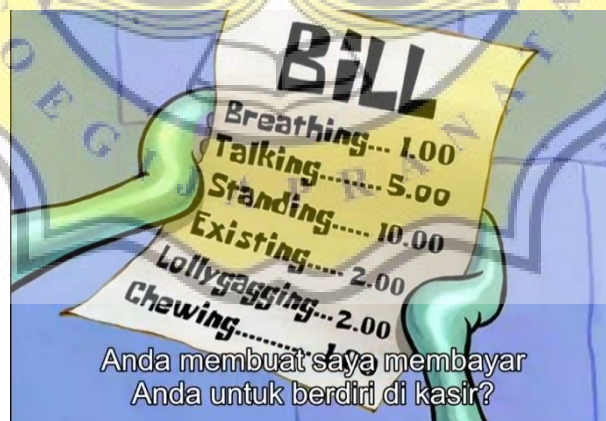


Figure 4. 8 Squidward's anger to Mr. Krabs' ridiculous rules.

For Mr. Krabs, the bourgeoisie, takes advantage of others for financial gain is seen as something normal. It is their desire to expand the business. As mentioned in the review of literature, the bourgeoisie or capitalist is on the need to generate

money. The bourgeoisie makes the lower class do their works and get the benefits. The bourgeoisie is indeed the one to do the exploitation. They are the owner of the property and they are the one who makes the rules.

Dialogue 4.12 and figure 4.9. show the natural characteristic of the bourgeoisie is that they always try to expand the market through all nations (Habib, 2005, p. 528).

Dialogue 4.12

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.



Figure 4. 9 Mr. Krabs show no mercy to the laborer

4.2.2. Proletariat in *SpongeBob SquarePants Drive Thru*

Proletariat is the working class or labor class who has no capital, often oppressed, and can only sell its own labor in order to survive because there is nothing else, they can sell (Habib 528). Therefore, those who has no capital, got oppressed and has to sell its own labor are considered as proletariat. The representation of proletariat in *SpongeBob SquarePants Drive Thru* are people who works in the Krusty Krab which are Squidward and SpongeBob.

Squidward, the neighbor of SpongeBob SquarePants and Patrick Star,

works as the cashier of the Krusty Krab. It makes him SpongeBob SquarePants' co-worker. He is an exceptionally critical, childish, stick-in-the-mud person.



Figure 4.10 Portrays of Squidward

In *Drive Thru* episode, Squidward is typical of working class in the capitalistic industry. Squidward finds Mr. Krabs unbearably exploitative that he tries to protest against him. Squidward is fed up with Mr. Krabs' exploitation (dialogue 4.4., dialogue 4.7., dialogue 4.8.). Squidward complained because he believes that as employees, he and SpongeBob should have an awareness that every individual has some kind of rights and that rights can be fought for and seized.

However, the fact that Squidward is the laborer, the working class, the proletariat, makes him unable to get the justice he fights for. Mr. Krabs' unwillingness to listen to him and to fix the working condition is a typical "fate" that should be suffered by the proletariat, the powerless class. He simply loses the fight because he is not the owner of the capital.

Meanwhile, SpongeBob, the other character that belongs to the proletariat class is a different person from Squidward. He is a childish and blissful sea-sponge who lives in a pineapple with his pet Gary the snail within the city of Bikini Bottom. He works as a broil cook at the Krusty Krab, a work which he is outstandingly

talented at and appreciates a lot. SpongeBob is exceptionally good-natured and cherishes to hang out with his best companion Patrick.



Figure 4.11. Portrays of SpongeBob SquarePants

In general, the *Drive Thru* episode shows SpongeBob as a working-class person, the proletariat who has nothing but his labor power. SpongeBob's inability to see the world in a bigger sense saves him from feeling exploited while in reality he is oppressed by Mr. Krabs' exploitation. All in all, SpongeBob is the representation of the proletariat who has no desire to fight and get out of the oppression. SpongeBob is just like other workers who just accepts the treatment of the rich, the bourgeoisie, because he cannot see any other way to live.

In this study, Mr. Krabs is the representation of the capitalist, while his employee, SpongeBob and Squidward, are the oppressed. In Marxist analysis, the oppressor and the oppressed fall under two classes, the owner of the production means called the bourgeoisie and the one who does not own the means of production called the proletariat.