

ABSTRAK

American Dream adalah sebuah kepercayaan dimana setiap orang dapat meraih kesuksesannya berdasarkan kesediaan dan kemampuan mereka. Dalam mencapai *American Dream* ada beberapa hambatan yang direpresentasikan ke dalam karakter utama wanita, Joy, dalam film Joy. Penulis menganalisa karakter utama wanita dalam film ini yang dikategorikan sebagai kelompok minoritas dalam mencapai *American Dream*. Selain terlahir sebagai seorang wanita, budaya patriarki di masyarakat yang mempercayai bahwa lelaki lebih superior daripada wanita juga menjadi hambatan wanita untuk bergerak dalam hal apapun, termasuk berkarir. Adanya kepercayaan *glass ceiling* di dalam berkarir, dimana adanya batasan bahwa wanita tidak dapat mencapai posisi tertinggi di dalam dunia karir seperti pria, membuat keberadaan dan kemampuan wanita sering diremehkan. Dengan menggunakan pendekatan kualitatif, tujuan penelitian ini untuk mengungkapkan karakter wanita yang luar biasa sebagai individu yang menghadapi beberapa perjuangan untuk mencapai *American Dream* dan memperbaiki finansial dan pribadinya dengan menghadapi beberapa penindasan orang-orang di keluarga dan masyarakatnya. Pemberdayaan perempuan oleh Naila Kabeer digunakan sebagai teori untuk melihat proses pemberdayaan wanita yang dilakukan oleh Joy. Dapat disimpulkan bahwa analisis dalam studi ini menunjukkan bahwa film tersebut mengungkapkan karakterisasi karakter utama yang baik untuk terus berjuang untuk melawan penindasan dari orang-orang hebat dalam keluarga dan masyarakatnya untuk mewujudkan mimpinya sebagai wanita karir untuk memperbaiki keuangannya dan untuk mendapatkan kemerdekaan pribadinya dalam mempercayai *American Dream* dengan memberdayakan dirinya dan lingkungannya.

Kata Kunci: *American Dream, Pemberdayaan Perempuan, Wanita Karir, Budaya Patriarki, Glass Ceiling*

ABSTRACT

American Dream is a belief dictating that everyone can achieve their success depending on their determination and their capabilities. In achieving the American Dream, there are some barriers represented by the female main character named Joy, in a film entitled *Joy*. The writer analyzes the female main character in this film, which is categorized as the member of minority group as well as her struggle in achieving the American Dream. Not only being born as a woman, the belief in patriarchal culture in a society stating that men are superior to women also becomes a barrier for women to strive in every life aspect, including their career. Women cannot achieve the highest position in career the way men can because of the existence of a glass ceiling in working environment, characterized by transparent barrier that makes the ability of women often underestimated. This research was conducted by using qualitative research. The aim of this study is to reveal the incredible female character as an individual who faces several barriers when struggling to achieve the American Dream and improving her financial and personal independence due to the oppression of powerful people who strongly hold patriarchal belief in her family and society. The Women's Empowerment by Naila Kabeer is used as the theory of this study to analyze how Joy empowers other women. The analysis finds that Joy is often being underestimated because of the strong belief in patriarchal culture in her family and her society which makes her abilities is being denied. Therefore, in order to make Joy become a woman who recognized by other, she should has a power to make a choice in her life which led her become a successful woman by three stage that Naila Kabeer has been mentioned in her women empowerment theory: resources, agency, and achievement. This study finds that the film reveals the good characterization of the main character who keeps on struggling to fight against the oppression of powerful people who strictly hold patriarchal belief in her family and the society to achieve her dreams as a business woman, to improve of her financial, and to get her personal independence in the believe of American Dream by empowering herself and her environment.

Keyword: *American Dream, Women Empowerment, Business Woman, Patriarchal Culture, Glass Ceiling.*