ABSTRACT

The goal of this research is to find out how the elements of capitalism represented by the main character, Willy Wonka in *Charlie and the Chocolate Factory* and also to find out how the role of Oompa Loompa in the movie portrays the image of a labor. Marxism theory and its concepts, Capitalism and Alienation theory, are used by the writer to complete the thesis. Library research is used by the writer to collect data and information which is taken from some libraries such as from Bina Nusantara University and Atma Jaya University library. The dialogues and scene snapshots from the movie are analyzed by the writer to develop this research more detailed and focused. After the data collected, the analysis and the conclusion are done and drawn to answers the problem formulation. The conclusion of this thesis is that Willy Wonka has represented the elements of Capitalism which can be seen from his dialogues, costumes, body languages, workers, and also from his chocolate factory. Oompa Loompa also proved to depict the image of a labor which can be seen from their origin, appearances, costume (uniform), wages and working hours in the factory.

Keywords: Marxism, capitalism, alienation, film study