

Alienation of Female Characters in the Movie *Fair Play* (2023) as Main Breadwinners in the View of Jaggar

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Abstract

The capitalist patriarchal system materializes in every aspect of life, even in the workplace, resulting in men and women's alienation. Unlike previous studies on women's alienation, this article examines the alienation of women as main breadwinners in a financial sector. Through film analysis, this article discusses the movie Fair Play released by Netflix in 2023. The movie focuses on a woman named Emily who gets a higher position than her fiancé in a securities company, causing jealousy. The movie Fair Play tries to distort the reality of how women are able to get higher positions in a male-dominated system. Drawing on Alison Jaggar's alienation theory, this article attempts to show how the form of alienation experienced by Emily as a woman is different from the alienation experienced by men in a capitalist patriarchal system. Using qualitative method in analyzing Fair Play movie scenes, the study reveals that alienation experienced by workers, whether female or male, is the result of an exploitative capitalist system. The article also argues that Emily experiences alienation of sexuality and intellectuality because of her femininity. This implies that women experience double standards because of the double burden caused by gender roles. It concludes that women experience alienation differently from men because of their gender. By eliminating of the concepts of masculinity and femininity, this alienation experienced differently by women can be overcome.

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Introduction

In a capitalist society where all workers are alienated, women as workers are the most alienated. This is due to the patriarchal power that has moved over time (Pierik, 2022). Indirectly, the patriarchal system also

affects all systems in society, including the capitalist economic system. In capitalist societies that are also patriarchal, there are often forms of injustice between women and men, including unequal wages and gender-based alienation.

As workers, women are seen as only capable of doing simple work. Therefore, the light industry sector and service jobs are dominated by women. Meanwhile, men are involved in heavy industrial, policy and management jobs that generate more salaries Tong & Botts, 2017, p.77).

Gender inequality itself does not only occur among workers but also in the domestic sphere, which is part of the role of women in a patriarchal society. Unlike men who can immediately rest at home after work, women still have domestic burdens that are also delegated to them. Therefore, women have a double burden both at work and in the domestic sphere, especially in the middle and lower classes. This is because in the upper class, they can afford to hire domestic workers to complete domestic tasks. Meanwhile, men do not have the same pressure to complete domestic tasks from society.

This alienation of women not only occurs in the real world but is also represented in movies. The movie *Fair Play* (2023) is used as the object of research to see how the injustice experienced by women in a capitalist society. This Netflix movie distorts the reality that occurs in a capitalist patriarchal society through two main characters named Emily and Luke who work at securities company.

The movie *Fair Play* (2023) tells the dark relationship of a pair of securities workers, Emily and Luke, who decide to get engaged. The happy news did not stop there, Emily also heard rumors that Luke would be promoted. But not for long, Emily got a promotion from her boss to become a manager who handled Luke's division. From here the beginning of the problem occurred. Luke who initially looked happy because Emily got the promotion turned into jealousy. Luke thought that Emily only got the promotion because she slept with her boss, considering that she was as the only woman in the firm. He never recognized Emily's capacity in the office beyond her abilities. Even so, Emily still tried to make up for her "mistake" by helping Luke get the promotion. But out of spite, Luke tried to destroy both of their careers at the firm.

Authors seek to analyze the movie *Fair Play* (2023), which is set in a securities company. The authors will analyze from the perspective of female characters who are alienated in a capitalist system that is also patriarchal. For this purpose, a socialist feminist theory is considered as a productive theory. From the perspective of socialist feminists, the system of oppression that oppresses women in particular refers to the intertwining relations between capitalist and patriarchal systems.

Alison Jaggar is a socialist feminist who expands Karl Marx's theory of alienation. According to Marx, capitalism alienates its workers making them meaningless and worthless (Wood, 1981). Expanding this argument, Jaggar sees women as alienated in a different way from men (Jaggar, 1983, pp.114-115). She believes women are not only alienated by the capitalist system but also by the patriarchal system. The biology of being born female makes women vulnerable to alienation.

Jaggar (1983) divides three forms of alienation namely; sexuality, motherhood and intellectuality. For this study, we will only use sexuality and intellectuality in the analysis because the main character is not a mother. According to Alison Jaggar, alienation in the form of sexuality means that women are alienated from their own bodies. Women do not have the right to determine how their bodies will be used because of the control of society. Apart from sexuality, Jaggar also views women's role as mothers as alienated. Women are often alienated from their reproductive system such as the regulation of contraceptive use, the number of children, or undergoing sterilization. Not only that, childcare often makes women dependent on the child-mother relationship, preventing them from focusing on broader social relationships (Jaggar, 1983). Finally, women are also alienated from their own intellectual capacity. Based on Jaggar, many women do not feel confident when expressing their opinions because they feel their opinions do not deserve to be heard. Society also often stigmatizes women who dare to argue as irrational women (Jaggar, 1983).

Employing Alison Jaggar's alienation approach, this article attempts to show how women who have more capacity in male-dominated companies, such as Emily, are still alienated. The alienation experienced by Emily is not only because of her position as a worker in an office that has very strong capitalist culture, but also because of the sex-gender system that constructs her as a woman.

There is an ample amount of research on women's alienation. An article entitled *Alienation of Women Workers (A Review of Women's Experiences in Garden Factories)* by Kusgiyanto (2022) used Alison Jaggar's alienation theory, together with Karl Marx and Iris Young, to analyze the experiences of women workers at the ARB factory in Yogyakarta. The article revealed that the experiences of women workers were united by gender-based alienation. Janah and Septiana (2021) showed how literary works can be analyzed with a socialist feminist view in their journal article entitled *Representation of Women's Resistance to Gender Injustice in a Collection of Prose Short Stories at Home: A Socialist Feminist Study*. The study by Mubarok et al. (2021) also analyzed women's experiences through Jaggar's alienation theory, especially sexuality in the regulation of overcoming femicide in Mexico. In the case of femicide, Mubarok et al. (2021) argued that women lost control or were alienated from their own bodies, resulting in cases of rape, violence and murder. Finally, Andriani (2020) also employed alienation theory in studying women daily palm oil laborers. Andriani revealed the alienation of sexuality, motherhood, intellectuality and nature experienced by female palm oil workers.

The studies mentioned above analyzed women whose socio-economic status weaker from that of men. Studies that scrutinize the alienation experienced by women whose socio-economic status exceeds that of men in the workplace are lacking. This article attempts to fill this gap. Unlike previous studies, this article intends to apply alienation theory by analyzing a film with a female character acting as a main breadwinner. Therefore, this study aims to show how women with a high socio-economic status can also be alienated. Especially in a patriarchal

society, women are still often underestimated in the workplace and are not seen as the main breadwinners regardless of their socio-economic background.

This article is organized as follows; the next section briefly discuss the methodology used in this study. It is followed by results and discussion section. In the section, the authors explain the alienation of workers in general as well as Emily's experiences of both sexuality and intellectuality alienation. Afterwards, the authors lays out implication of alienation and proposes the elimination of women's alienation. This is followed by conclusions and remarks.

Methodology

In compiling the data of this study, this article used qualitative research as the study method. Qualitative research aims to understand deeply to a certain conditions or phenomena in the correlation of the variables (Aspers & Corte, 2019). Qualitative methods use qualitative data such as observations, documents, respondents, personal experiences, life stories and interviews (Denzin & Lincoln, 1994) while this article used video in the form of movie scene. We also used Alison Jaggar's alienation theory that useful to uncover the forms of alienation experienced by the women main character.

In this article, we use a film analysis. In film analysis, movie is viewed as as a media of communication (Mikos, 2014). Film as media of communication refers to how viewers can perceive the message of the film in a different way. We believe that *Fair Play* movie depict the alienation of women as main breadwinners. There are several steps we took to obtain the findings of the analysis. Firstly, we watched it critically. Afterwards, we start coding by categorising the themes portrayed in the movie scenes. Subsequently, we analysed the scenes from the coding using Jaggar's alienation theory.

Results and Discussion

1. The Capitalist System from a General Labor Perspective

Before looking at capitalism from the perspective of women, it is better to look at the state of capitalism from the perspective of labor in general to deepen the next analysis. Capitalism fundamentally takes as much profit as possible from utilising both the means of production in the form of goods and also labour power (Burkharin et.al., p.54). From a Marxist perspective, labour under capitalism experiences alienation in all aspects of their life.

According to Sayers (2021), alienation refers to a person's experience of estrangement, helplessness, isolation and separation. This alienation experienced by laborers who work in a capitalist system. Quoting Marx, Øversveen (2022) views alienation as occurring due to the nature of capitalism, which is able to dominate the social order due to the dependence between workers and financiers, resulting in a social order that has objective restrictions.. In other words, due to the exploitation of laborers, capitalist societies live in the shadow of capitalism's social power that alienates one another.

In the film *Fair Play* (2023), there are several examples of alienation experienced by all workers in a securities company. A firm that focuses on capital markets and stocks has a target to make its workers provide profits from capital market transactions to the owners of the firm. To quote Bukharin, the value of labor is a form of capitalist commoditization (Bukharin, 2011). With the owner of the capital paying the workers, their labor becomes the "property" of the capital owners. As such, capital owners have the power to utilize as much of their labor as possible for profit.

On the other hand, laborers cannot avoid being unpaid. Without the company, they cannot sustain their lives. Therefore, they end up trapped in the commodity cycle controlled by the owners of capital or the *bourgeois* capitalists. Finally, workers as proletarians decide to stay in the exploitative system and

try to follow the game of the *bourgeois* capitalists by climbing up the career positions in the company.

Although the capitalist system is exploitative, the owners of capital can make up for this by giving workers allowances to stay in the system. According to the Marxist view, benefits are a way to mask an exploitative system so as to produce a view of the system as the best world of work (Tong & Botts, 2017). This is also what makes all workers not only want to stay but also climb the career ladder because of the benefits that will be given.

Through the scenes between the characters, we found a depiction of how desperate the workers were to survive and start a career in an exploitative company.



Figure 1. Scene of the male lead (Luke) talking to the owner of the Firm to have his work recognized to replace the manager's position.

As seen from the scene above, Luke considered his workplace to be everything to him. He saw his workplace as his religion and his boss as his God. Luke had devoted all his energy, hard work and even his life at work to climb the career ladder. He wanted to be like his boss who has set the standard for his life at work. Even so, his boss felt he still did not deserve the position.

In a capitalist society, employers pay not based on human labor or their skill but on the labor of the workers (Tong & Botts, 2017). Through this view, Luke's hard work for the company would have no value. The company only sees his hard work as his obligation as a worker rather than a significant contribution. Capital owners will recognize and give positions only to workers who are able to

provide more profits to the company, which we will explain in the next discussion section.

Moreover, the worker cannot decide their own value. The capital owners are the ones who decide the worker's value based on the profit that the worker can generate for the company. However, the company will cut their workers when they start to cause a loss to the company or are unvaluable.

It is not only the obedience of the workers that can make them climb the career ladder but also competition between workers. Workers must compete with each other to get these limited high positions. Reviewing the book entitled *Capitalism: Competition, Conflict, Crises* by Anwar Shaikh, Harcourt (2017) highlights how competition is the central organizing mechanism of capitalism. Therefore, all parties in capitalism compete with each other, including between workers.

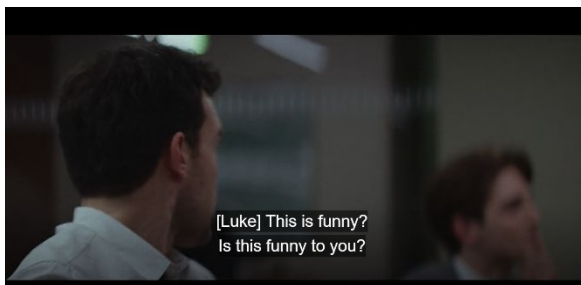


Figure 2. The scene of Luke throwing a tantrum at his co-workers who laughed when he was down because of a work mistake

In the scene above, the relationship between the workers at the securities firm where Luke works was not healthy. They were happy when other workers were down or made mistakes. The relationship between workers in the firm was to put each other down in order to get a promotion. They were willing to do anything to get a better position, including the benefits included in it.

In the book *Feminist Politics and Human Nature*, Jaggar argues that one of the main characteristics of alienation is opposition to one another (1983, p.308). Therefore, alienation creates unhealthy competition between workers in order to get a position. On the other hand, capital owners do not care

about this unhealthy competition. They only care about the performance of the workers who can meet the target for their own benefit.

To sum up the first part of the discussion, capitalism is an exploitative economic system. It causes dependence on workers so that they are forced to follow the rules of the capitalist system. Capitalism also alienates workers regardless whether they are male or female.

2. Emily's Alienation in the Form of Sexuality

According to Jaggar, the (hetero)sexual alienation of women is a specific alienation found only in women (Jaggar, 1983). Women are seen as sexual objects in both the domestic and workplace. There are many incidents of harassment in the workplace involving women, ranging from psychological to physical violence.

In fact, the objectification of women is often rationalized as their obligation. Women are often seen as having the responsibility to provide comfort for men to relieve stress after work, especially for married women. However, not only married women, but women in general have also been commoditized, particularly as stress relievers. As depicted in the scene below, stripper clubs are an option for Emily's co-workers to have fun after work.

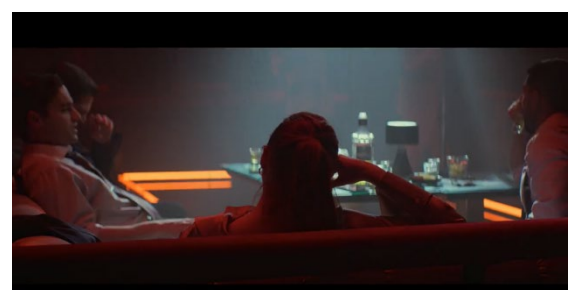


Figure 3. Scene of the female lead (Emily) and her male co-workers going to a strip club to release stress

In the scene above, Emily was invited by her male colleagues to attend her success party at the strip club. Although Emily felt uncomfortable at the strip club, she tried to have fun in a male way. She wanted her co-workers to see her as just like them. Emily

even paid off strippers to provide sexual dance services to her and her co-workers.

Emily's isolation as the only woman in her office makes her felt challenged to be like a man. This is because women are rarely seen as human beings with desires, interests and capabilities in the world of work (Jaggar, 1983, p. 309). Therefore, the standards in the world of work are based on male standards. This is because their domination in the workplace and, thus, are able create routines based on their habits.

One of the routines that men do in the normalized workplace is sexist jokes. Emily also participated in the sexist jokes made by her co-workers.



Figure 4. The scene of Emily listening to her co-workers telling sexist stories and jokes

As shown in the scene above, Emily was listening to her male co-workers who were busy telling stories and mocking about the sex lives of people they knew. In the scene, Emily seemed uncomfortable with the vulgar stories that degraded women they did not know. However, in order to be accepted by her co-workers, Emily decided to reply to them with another sexist joke.

According to Jaggar (1983), women's narcissism can lead them to adopt a male attitude towards themselves which can result in the duality of being a seer and being seen. That is, women behave like men because they feel they do not fit the standards of a patriarchal society. Then this makes women force themselves to conform to male standards in order to fit into the standards of patriarchal society. Thus, women are alienated within themselves because they cannot express themselves according to their own standards.

Thus, the sexual alienation experienced by women is closely related to male standards, one of which is in appearance. According to Jaggar, in a patriarchal society, women are expected to excite male sexuality in non-sexual ways such as appearance (1983, p.308). In other words, women dress for men to satisfy their sexuality.

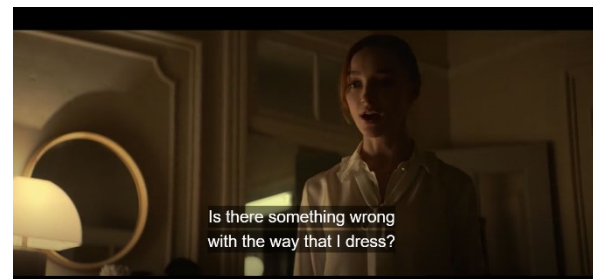


Figure 5. The scene where Emily confronts her fiancé (Luke) who criticizes her way of dressing

In the scene above, we can see how Emily was upset with Luke, who asked her to change her dress style. Luke saw that Emily's style of dress was not enough to attract her almost all-male subordinates. Although Emily did not want to follow Luke's wishes at first, she eventually changed her dress style to suit Luke's wishes.

Jaggar believes that in order to gain economic security, women attract men by selling their sexuality (1983). Patriarchal society puts expectations on women so that they appear according to men's tastes. As a result, Emily tried to dress according to the male or male gaze to subdue and attract men.

It is difficult for women to escape the standards of femininity that have been created by a male-dominated culture, even for things related to their own bodies that are often fetishized (Jaggar, 1983). Women are subjected to rules regarding their bodies by men because of a culture dominated by male values. Thus, women feel it is appropriate for them to follow and allow men to control their bodies.

Male domination of women's bodies often leads to violence and sexual harassment. Many feminist writers emphasize the coercive aspect of heterosexuality in contemporary society (Jaggar, 1983, p.308). This coercive aspect is

seen in women who are always deemed sexual objects and who receive violence because of their sexuality.

In the movie *Fair Play* (2023), Emily received violence during an argument from her own fiancé.

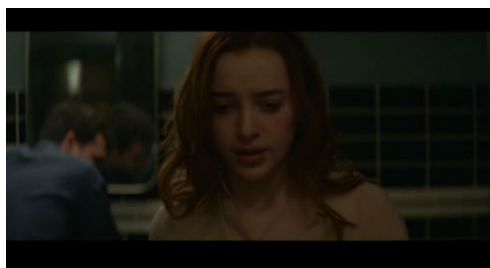


Figure 6. The scene of Emily looking battered after being raped by her own fiancé (Luke)

In the scene above, Emily looked battered after fighting with Luke. In the scene, Emily could not stand the unfair behavior she received from Luke because of Emily's higher position. She tries to confront Luke on the night of their engagement party. However, Luke did not accept the fact that he had been mean to Emily. This leads Luke to rape Emily as a form of his frustration.

The penetration received by Emily in the scene did not come from Luke's sexual appetite, but rather his dominance. Luke wanted to minimize the fact that he did not accept that Emily could get a higher position than him because of her own abilities. In a patriarchal capitalist society, women are only judged in terms of their physical attributes and charm (Jaggar, 1983). In other words, women are only seen from their bodies or physical appearance, not their abilities. The fact that women like Emily are able to have a performance that exceeds men, Luke felt helpless. Luke did not believe that Emily could beat dozens of men in the company with her own capacity. So from that sense of helplessness, Luke seek for things to dominate Emily, namely by raping her.

3. Emily's Alienation in the Form of Intellectuality

Based on the above discussion, it was revealed that Emily was doubted because of

her female gender. This alienation is also what Jaggar believes as the alienation of women from their own intellectuality. According to Jaggar, although women are allowed to participate in production, this participation is still limited (1983).

In the movie *Fair Play* (2023), many scenes show men underestimating Emily's abilities. When Emily gets a promotion as a manager, many of her co-workers perceive it only because she is a woman.

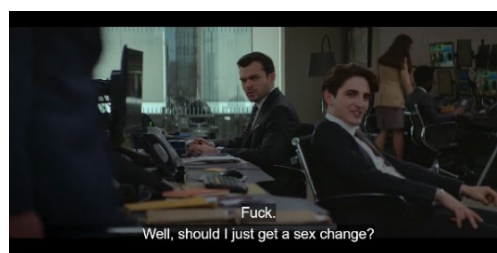


Figure 7. The scene of Emily's co-workers watching her sitting in the manager's room

In the scene above, many of Emily's co-workers did not believe in her abilities. When Emily was promoted to manager in a male-dominated company, her co-workers did not believe her position was obtained validly. They saw that because Emily was the only woman, her superiors used her womanhood to fill the promotion.

However, Emily had a discerning ability even before she started working. Since college, Emily has often scored high on achievements, so she was able to get a full scholarship at Harvard University. While working in the firm, she was able to precisely analyze every rise and fall of stocks. This is also what made her boss believe in Emily as the manager. Her boss gave her this position because of Emily's performance and her education, not because she is a woman.

Being a woman, not many people realized Emily's contribution to the company. As a result, when her boss realized her capacity to lead the team and contribute more to the company, her colleagues did not expect Emily's abilities. Even though her boss seemed to trust the position to Emily because of her education background, there is also a limit in the way her

boss trusted the position to Emily since her boss was also a man.

Even Emily herself did not realize her capacity because she was often not listened to by her co-workers. This is why she thought that it was Luke who would get a promotion, not her. This is also the beginning of Luke and Emily's problems.

So far, women have only lived in a male-biased social reality (Jaggar, 1983). Thus, women often limit themselves and are limited in contributing to society. Women are blinded by the male reality that they are not capable of having the same capacity as men.

This reality where Emily was the one that became the manager was unacceptable to Luke. Although Luke initially congratulated Emily on her promotion, he still did not accept this reality.



Figure 8. The scene where Emily confronts Luke before he is raped

In the scene above, Emily questioned why Luke could not be as happy as she was the night after Emily heard rumors that Luke would be promoted. But on the other hand, Luke still believed Emily got her position by flirting with her superiors and utilizing her womanhood for the company's image in the public eye. Quoting Ann Foreman in Jaggar's book, femininity itself is alienation (1973). Women are alienated because they are born into the sex-gender system. Society alienates women from all areas of life, making it difficult for women to thrive in society.

Women like Emily who has an intellectuality above men in her workplace end up alienated despite her high position. Her co-workers do not respect her as they would a male manager. They were jealous of how she got the position that most men wanted.

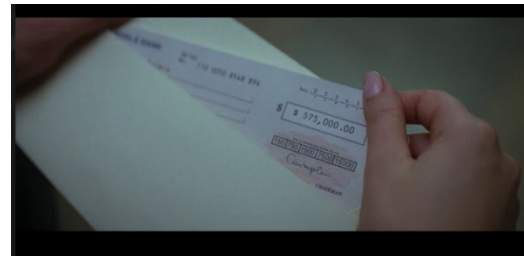


Figure 9. Emily's scene checking the bonus she received as a manager

As shown in the scene above, Emily's position as manager gave her many material benefits, from a base salary that is higher than her co-workers, bonuses as seen from the scene above, to private transportation. She earned the perks that her co-workers wanted. Nonetheless, she could not enjoy her position.

Every day, Emily felt she was unacceptable and unworthy of her position. According to Jaggar, women's participation in political activities or high positions dominated by men as a picture of alienated women (1983). Not many women are able to occupy positions in society because of the male-dominated system. As a result, when there are women who are able to be in these positions, the community cannot accept them well. Society expresses disapproval of women in higher position by doubting them, harassing them and alienating them in the system. Emily was even berated by her superiors using derogatory terms for women.



Figure 10. The scene of Emily's boss calling her a stupid bitch

As depicted in the scene above, Emily was visibly shaken when her boss refers to her as a "stupid bitch". She tried to accept the phrase and not fight back. In fact, when her boss repeated it twice, she still did not budge. Even though Emily's boss chose her because of her ability, he still had sexism in him as it is embedded the workplace and beyond. This

sexism occurred especially when Emily made a mistake. The term bitch has a pejorative meaning of female sexuality, which means prostitute.

Prostitutes are often seen as women who are exploited or exploit their bodies for men. Quoting Sandra Bartky in Jaggar's book, sexual alienation results in alienation of women's intellectual capacity (1983). In other words, when women experience sexual harassment or violence they are dominated in the situation. Thus, the intellectual capacity of women in these situations is also dominated. In situations where women are harassed, they cannot fight back because of feelings of shock, disappointment, shame and other feelings that make them unable to think. Thus, women become very vulnerable in these conditions regardless their social position.

Thus, the alienation experienced by a female worker is different from the alienation of a male worker. Femininity alienates women from men and themselves (Jaggar, 1983). Women are alienated not only in their position as laborers, but also in their gender as women. This experience of alienation as workers is exacerbated because women live in a patriarchal society with an exploitative capitalist system. Therefore, women are vulnerable to experiencing alienation.

4. Implications of Emily's Alienation for Women as Main Breadwinners

One of the signs of living in a patriarchal society is when people see female main breadwinners as something uncommon. There are gender-biased assumptions that women who work do not love their children or that their husbands cannot be responsible for taking care of the children. Even in some countries such as in African countries, there are myths that women who replace their husbands as the main income provider bewitched by evil spirits for defying their destiny (Akanle, 2018). Even breadwinner women who already have children tend to quit their job because of family demand (Kim, 2020). Meanwhile, men who provide the main income to the family are seen as something normal and dutiful to the family. Indirectly, a patriarchal society places women in the

domestic sphere. as Jaggar said earlier that femininity is self-exile (1983, p. 316). Women are not viewed as someone who has the capacity to earn an income or position more than men outside the private sphere. Thus, from the beginning, women have been alienated because of their femininity.

Women find it difficult to break out of the shackles of gender roles shaped by a patriarchal society. Although currently due to economic demands, there has been a shift in understanding about women who also need to work to support the family economy. However, women who work are also not free from their domestic roles. They are still required to do domestic work after coming home from work. In fact, it is not uncommon for women who have a higher position than their husbands or women who are the main breadwinners to remain shouldering the burden of domestic work. Thus, the economy, which is power in a capitalist society, has a limited role in a society that is also patriarchal towards the role between husband and wife.

That way there is a double standard between women and men in terms of the main breadwinner. As depicted in the movie *Fair Play*, men who obtain higher positions than women are seen as a source of pride for a couple. Meanwhile, women who achieve higher positions are seen as a reproach to the male ego. The feelings of men who feel their egos are hurt are the result of the unequal construction of both femininity and masculinity. In addition, there are studies that have found that families with women as breadwinners lead to them not having children (Coskun & Dalgic, 2024). It shows how society still see women should be the one that have full responsibility as the caregiver of the child. Therefore, it is necessary to eliminate gender bias to achieve mutually supportive relations between women and men.

Even the finance industry such as Emily's workplace has a strong masculine culture. Women in finance industry tend to experience glass-ceiling or a barrier that prevents them in managerial or high position (Girardone et al., 2021). Glass ceiling takes place because of selection bias that lead to gender discrimination (Ryan dkk., 2016). Moreover,

women-owned businesses also experience gender-based discrimination in finance from both supply and demand sides (Singh & Dash, 2021). They cannot perform as well as man-owned because of the gender bias in the finance industry. Therefore, women still alienated in their workplace.

5. Elimination of Women's Alienation in Accordance to Jaggar's

Inspired by one of Jaggar's ways of eliminating alienation, we believe the way to liberate women from gender-based alienation is to eliminate the concepts of femininity and femininity. In a patriarchal society, men are seen as breadwinners and women as caregivers. Even if women also contribute to household income, it is only seen as "additional income".

Compared to previous studies that focus on the alienation of women who are not main breadwinners (Janah and Septiana, 2022 & Andriani, 2020), this article examines the alienation experienced by women as main breadwinners. Unlike the previous studies on women's alienation (Andriani 2020; Kusgiyanto 2022 & Mubarak 2021), this article employs film analysis and focuses on women in the financial sector. The findings of this article imply that all women can experience the alienation regardless their socioeconomic status, or regardless whether they are doing paid or unpaid jobs. This is due to the patriarchal culture that constructs women to perform domestic tasks in the private sphere and not to produce materially so that they depend on their husbands.

Meanwhile, men are seen to be leaders who produce in order to sustain the family's life and, thus, are deemed as the decision makers. In fact, many women are able to provide for their families and many men prefer to take care of the household. In every gender, women and men have the same capacity but unfortunately due to patriarchal construction, women are underestimated in their career, which alienates them.

As long as there is dominance of one gender over another, women and men will alienate each other (Jaggar, 1983, p. 316).

Jaggar also believes that the way to eliminate oppression is through the removal of the superstructure that causes the associated oppression (Jaggar, p. 332). The causes of female oppression and male domination are masculinity and femininity. Male-dominated cultures define masculinity and femininity as contrasting forms. To the extent that men and women conform to these gender concepts, they will inevitably be alienated from each other for embracing incompatible values and worldviews.

With the boundaries between masculinity and femininity removed, women and men can develop their capacities together equally. Men who do not always focus on earning money but also focus on domestic work. Meanwhile, women who are not only in the domestic sphere, but can also work outside the home. That way, women and men have equal opportunities.

Moreover, the article also argue capitalist system should also be abolished. This because the roots of the alienation is the capitalist system who alienate working class. In order to end the alienation of both man and woman, it is necessary to abolish the capitalist system.

Conclusion

This article concludes how the alienations of Jaggar are represented in the female lead character, Emily, in the *Fair Play* movie. She experienced the alienation of intelligence and sexuality. This article argues that alienation stems from capitalism's exploitation of labor. However, the alienation that women experience was different from that of men. The alienation of sexuality experienced by Emily is the existence of sexist chatter, objectification of women as pleasure, the way of dressing and rape. Jaggar believes the standards of female sexuality are based on male desires. Moreover, Emily also experienced alienation from her own intellectuality. People around her thought she was taking advantage of her womanhood and flirting with their boss. Women tend to still be seen as below men no matter their position.

This implies that there is a double standard between women and men as the main provider. Men are seen as the main

breadwinners, while women main breadwinners defy their nature as women. Even in many cases where women are the main breadwinners, they still have to fulfill their gender role obligations in the domestic sphere. Therefore, women are alienated in a way that is not the same as male alienation. Women are alienated not only in their position as workers in capitalist companies, but also in their gender as women.

It is worth mentioning that this study is limited to the alienation experienced by a woman as a main breadwinner in the *Fair Play* movie. The case study also focuses on a woman working in the financial sector. Therefore, we encourage further research on women as main breadwinner in other sectors.

As previously mentioned, this article recommends the elimination of gender roles and the capitalist system in order to abolish the alienation of women. This is because both of them are inseparable, and they both relate to the occurrence of women's alienation. We believe gender roles should be abolish in order both gender have a same opportunity to support their family. In addition, capitalist system should also be eradicated because it perpetuates inequality and exploitation, particularly of marginalized groups like women. By the eradication of gender roles and capitalist system, both women and men can have a more liberty to thrive their full potential without being constrained by society expectations and economic exploitation.

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