

**UNDERSTANDING THE AMERICAN DREAM FROM KARDASHIANS
FAMILY THROUGH *KEEPING UP WITH THE KARDASHIANS REALITY
SHOW***

Winda Eka Pahla Ayuningtyas

winda.eka.pahla@mail.ugm.ac.id

Achmad Munjid

achmad.munjid@gmail.com

Universitas Gadjah Mada

Abstract

This study explains the relationship between the Kardashians and the American dream that has been championed by Americans to date. It is hypothesized that the more popular culture develops in our lives, the more it will affect the development of our culture. This can be seen from reality shows as a kind of popular culture that many people love. To find out how big the influence is, this study uses the Kardashians as an object to see how they and their reality show influence the community. By using textual analysis and utilizing materialism and capitalism as the theory, this research is expected to reveal the impact of the Kardashians on the development of the American dream. This study takes several texts from the reality show and analyzes them according to the theory used. Then, it is found that technological progress and economic growth, including commercial TV, expose Americans to materialism. The Kardashians commodified it into a captivating moneymaker that reality TV viewers aspire and inspire to consume. In addition, the materialism that they display on reality TV shows also thrives in viewers' minds from which they take advantage by commodifying every aspect of their lives as a form of product to sell so that viewers buy what they advertise.

Keywords: American Dream, Keeping Up with The Kardashian, Materialism, Capitalism.

INTRODUCTION

Due to its prevalence and popularity, reality TV has evolved into various formats and structures. According to Murray and Ouellette (in Tsay, Krakowiak and Kleck, 2006: p. 3), the genre can be broken down into nine sub-genres, namely dating or romance, makeover or lifestyle, hidden camera, game, talent or competition, law enforcement, court, reality sitcom and documentary. One of those sub-genres that has amazingly increased its popularity over these past few years is documentary-style reality TV. It is based on the lives of real people and actual events recorded accurately or “fly-on-the-wall” filming, which suggests that the film crew following its stars is not seen, heard, or acknowledged by either the reality stars or

viewers. However, the filming is extremely edited and scripted. *The Simple Life*, *Rich Kids of Beverly Hills* and *The Osbournes* are examples of this reality TV sub-genre aired in America.

The growing of public interest in following such reality show makes them interesting to study. This study focuses on one reality show entitled *Keeping up With the Kardashians*, which is about a family who is not from white families but can achieve success in their lives. Of course, when living their early life to achieve success, the Kardashians have a lot of life problems that they experience. We can consider that what happened to the Kardashians and Jenner are fascinating cultural phenomena. They are loud, brash, and attention-seeking in a way that is decidedly American. These five women - Kim, Khloé, Kourtney, Kylie, Kendall - and their mother, Kris, have completely redefined what it means to be famous.

In their case, they did not become famous for particular talents. They succeed because of the sensations they make. Her mother's ambition (Kris Jenner) who succeeded in publicizing her children to enter the entertainment world made them successful even though their careers were full of controversy. Besides being the mother of 6 children, Kris Jenner is also a manager involved with the business management of her daughters, coining the term 'momager'. In addition, *Keeping Up with the Kardashians* follows the extravagant lifestyles and surroundings of its stars. On one hand, the reality TV has been widely criticized for its mere and superficial content that rigorously encourages consumerism and narcissism to its viewers. As for its stars, they have been heavily criticized for having lack of talent and highlighting the "famous for being famous" notion. Each of them has been severely scrutinized by the public regarding their physical appearance and body image, as well as their vulgar display of wealth and greedy ambitions.

On the other hand, *Keeping Up with the Kardashians* has remained popular for over nine-year-long airplay despite the less favorable public reaction. This fact indicates that it has received high statistic, proven by its ratings, and commercial success, proven by its franchises. Prior to its premiere, its cable network E! ranked below average among other networks. It was this reality TV that brought the cable into its higher rank today (Newman and Bruce, 2011: par.11). Several spin-off shows have also been produced revolving this reality TV, such as Kourtney and Khloé Take Miami, Kourtney and Kim Take New York, and Kourtney and Khloé Take the

Hamptons.

Therefore, the Kardashian-Jenner family is considered to symbolize the American dream. The reality TV documents their accomplishments and achievements. The reality stars might be represented as shallow and trivial individuals. However, they culminate success from their hard work and determination as seen in their daily activities, which is also followed and filmed in the reality TV. They have successfully built Kardashian-Jenner mega brand and empire earning millions of dollars yearly. Besides, each of them individually has established their own prominent careers that significantly contribute to the family's increasing wealth. From their daily life, romance, even their household it becomes interesting to watch. Their family fortune is up to more than USD1.4 billion and has made them one of the richest families in the world. Their success is what ultimately becomes a new dream concept for the community.

With this phenomenon, in the end, this research was carried out to see how far the effect received by the community on the popularity of this family and how they can make money through the efforts they are currently doing. Through this research, the writer will try to reveal how the new concept of American dream is manifested in the Kardashians.

LITERATURE REVIEW

When analyzing reality TV programs, the term 'reality' must be given close attention. The 'reality' here is not the same objective reality as in human's real life. Every reality TV has a core idea to which the behavior of its stars is subdued; though they are not obliged to act one way or another, they still follow the script, and their behavior is then reviewed (Fahner, 2012: par.8). The way to define the 'reality' usually shown on TV is through the relationship between TV narratives and the cultural values and assumptions. This 'so called' reality is delivered to the viewers by portraying it in the documentary-styled formula. One explanation for how reality TV has become amazingly popular is that it is relatively inexpensive to produce, compared to prime-time drama programs. The networks can therefore reap large profits, which is a high priority in commercial television (Fahner, 2012: para. 9).

The influence of reality show also affects some aspects such as economy, politics, and especially culture. As we know that reality shows have become a popular

medium in the last few decades where they provide documentation of real-life settings that are not made up. Saye in his book states that reality TV can be entertaining and addictive to watch because instead of depicting fictional characters, it depicts real people placed in different contexts and situations (2004: 10). In fact, reality shows can give viewers a show that makes them feel like they are in and following every life process that the characters go through. Therefore, a reality show is not a show made for education. The reason is, this reality show is only titled as entertainment. The writer will choose the kind of new American dream in the Kardashians as the object of the research. The writer chose their family because when we look at the phenomenon, especially within pop culture, the Kardashians has been successful in some factors such as Spin-Off Shows, books, cosmetics, and fashion. Furthermore, they also appear as role model for some communities. For example, they can say that the beauty privilege is a white, thin, blonde hair. They give other enlightenment shows that being brown/black with another different side for white privilege is beautiful too. They proved that growing up in a mixed-race family that stays in America does not become a hitch for them to succeed.

The principle of the American dream is individualism. According to Dermo (2014: 1), individualism offers the freedom to make both large and small decisions that affect one's life. The freedom allows them to live in accordance with their values, even if those values are not widely held or accepted. The freedom will then be able to aspire people to bigger and better things and possibility of achieving them. Most importantly, freedom also allows people to accumulate wealth, thus serving them the opportunity to lead a dignified life. The American dream is achieved through sacrifice, risk-taking and hard work, not by chance. America's free-enterprise system makes possible the circumstances that permit individuals to go beyond meeting their basic needs to achieve self-actualization and personal fulfillment (Dermo, 2014 p. 2).

Belief in the American Dream is firmly implanted around the ambition of being wealthy and consumer culture, or in other words, materialism and capitalisms. The advancement of technology and growth of the economy, commercial TV included, expose the American people to materialism. Once materialistic view is adopted, impulsive spending is inevitable. This view imposes that material possessions and physical comfort improve individuals' personal and social well-being. It then permeates them to spend now than to save for later, and materialistic things are used to

motivate their life as well as to define their happiness. Consequently, people in society are judged by the way they dress, their rides, or how much they are able to spend. In order to accommodate this sudden surge of spending on discretionary goods that the media claimed people could not live without, people get driven in making higher wages (Dermo, 2014: 3-4).

In the attempt to increase their income, the American dream is established in the collective consciousness of the American people through the capitalistic pursuit of happiness (Dermo, 2014: 13). Capitalism is an economic system in which capital goods are owned by private individuals or businesses. The production of goods and services is based on supply and demand in the general market, instead of through central planning. The purest form of capitalism is free market or laissez-faire capitalism, in which private individuals are completely free to determine where to invest, what to produce or sell, and at which prices to exchange goods and services, without check or controls from the government (Tsay, 2006: 62). Furthermore, private property rights are very important in capitalism. Private property promotes efficiency by giving the owner of resources an incentive to maximize its value. The more valuable a resource, the more trading power it provides the owner of the resource, and thus their wealth. In a capitalist system, the person who owns property is entitled to any value associated with the property. For individuals or businesses to deploy their capital goods confidently, a system must exist that protects their legal right to own or transfer private property. To facilitate and enforce private property rights, capitalist societies tend to rely on contracts, fair dealing and tort law (Tyson, 2006: 63).

For the American Dream itself, there are several similar types of research that have been conducted by some researchers. Those researches include theses and journals from various authors. First is a thesis arranged by Muhammad Nur Syahramdhani with the title *American Dream as Portrayed In "The Great Gatsby"* (2018). This thesis focused on how the concept of American Dream itself within the Great Gatsby movie. Syahramdhani used the theory of popular culture supported by the definition and the concept of American Dream. In this research, Syahramdhani can find the concept of the American Dream on the film character such as Jay Gatsby, a poor man from rural North Dakota who dreams of being a successful person and happy. Looking up to the Jay Gatsby character, the immigrant who tries to get his better life, the American Dream itself also have their own definition to the immigrant.

They believe that the American dream is alive for immigrants, but the obstacles can always appear, and that burden can be felt for every generation. Another research is written by Irfan Roshadi from Universitas Airlangga which tries to explain the struggle of one of the immigrant characters from his object to realize the American dream.

Then concerning the relation with the Kardashian family, the writer read the theses from Abbey Rose Maloney from Cinema and Television Arts, Elon University, which analyzed *The Influence of the Kardashian-Jenner on Fourth Wave Feminism Through Digital Media Platforms* (2017). Maloney carried out the research to examine if the Kardashian- Jenner encourage their target audience to adopt these traits. Traits meant in this research are centered on strong, independent women, “unapologetically sex- and body-positive” and more trans-aware than most other celebrities, which show the three staples characteristics of fourth-wave feminism. He conducted a qualitative study by feelings on the Kardashian-Jenner, body-positivity, sex-positivity, and trans-awareness which cannot be expressed in numbers. Maloney clearly explained that Kardashian-Jenner partially encouraged the fourth-wave feminist notions of body-positivity and sex-positivity in their target audience, making their target audience trans-aware and trans-accepting. They have also created one of the strongest para-social relationships in reality television history, not only among fans but also among people who do not directly try to consume the media content the family produces.

Most people who do not follow the Kardashian-Jenner actively still think they know the family. Move to the reality show, this research has also been looked up into the theses which related with the reality show from *Keeping Up with The Kardashians* itself. There is a thesis entitled *The Analysis of Women's Language Features used by Kendal Jenner in Keeping Up with The Kardashians and Gender Stereotypes* (2018) by Brigita Linda Daniswari from Sanata Dharma University. Brigita uses the KUWTK object to know what kind of language features are mostly used by Kendal Jenner in Keeping Up with the Kardashian and the kind of gender stereotypes found on some selected episodes. She used the qualitative method and was supported by several theories about women's language features from Lakoff (1975), Ashmore and Del Boca (1979), and Ellemers (2017) for the gender stereotypes. This writer focuses on how the character Kendall Jenner can represent the kind of women's language features and the appearance of gender stereotypes in some episodes. So, the result is that she found

seven variety of language features used by Kendal Jenner on Keeping Up with the Kardashians, and some gender stereotypes are already found on some episodes.

From those findings, there are so many reviews, especially in the form of popular culture with the theory that they used. Moreover, there are also some objects of analysis that use the Kardashian Family as the focus of analysis. Yet, no one used the Kardashian Family and related their success to the concept of the American Dream. Furthermore, as an American Studies student, it is also essential to use the paradigm of America Studies within this thesis. In this research, there is a tendency to analyze the object with the theory explained before by using the paradigm of American studies. So, those research were written from a different point of view from this research.

RESEARCH METHOD

This research uses a descriptive qualitative approach. Qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The research process involves formulating questions and procedures, collecting data in the participant's setting, analyzing data from particular to general themes, and finally interpreting the meaning of the data. (Cresswell, 2014 p. 4). Then the tool to analyze this research is using textual analysis. Norman Fairclough explained that textual analysis is a form of analysis that examines the text contained in the discourse (2003). The text is assessed as the realm of representation of the understanding and experience of the creator of the text itself. The text is open to various interpretations. Therefore, in this research, the writer will identify and analyze the textual practice of the discourse contained in the reality show Keeping Up with The Kardashians.

In order to examine the presence of the American dream in Keeping Up with the Kardashians, 181 episodes throughout its twelve seasons are being analyzed. The data taken from the primary source is in the form of textual data. In doing so, the analysis focuses on the narratives of the reality TV, primarily in the utterances and side-bar commentaries. The data is picked randomly from various episodes based on the situations in which materialism and capitalism are vividly shown. Additionally, articles from magazines and journals will also be included for the secondary data.

FINDINGS AND DISCUSSION

The American dream is vividly seen in *Keeping Up with the Kardashians*, especially about the materialism and capitalism they get from society to get such wealth through constant determination and hard work. The success and wealth that the Kardashian-Jenner family occupies are lavishly demonstrated throughout the reality TV. As such, the tenets of the American dream that can be observed are materialism and capitalism. In American society it is not a surprise that the first catalyst for reality TV programs to be popular is money. It is because the reality TV has enabled the viewers to escape their own personal realities and enter both the family's wonderful worlds. The reality stars are displayed in glamorous and extravagant lives that attract people who watch their reality TV. At first glance, the Kardashian-Jenner family members can be easily assessed as superficial individuals as they do not go through the traditional path of achieving American dream. Yet, the reality TV focuses on their personal and professional everyday activities. That way, their hard works are also being exposed. As such, reality TV discloses that people who do not necessarily possess career skills can succeed the American dream. However, they still have the chance to be members of society who are productive enough to earn such wealth through constant determination and hard work.

Furthermore, in essence, the Kardashians are also sufficient to provide entertainment and a form of representation desired by their fans. They can also be used as an easy-to-watch form of escape from the reality that pops up on our TV screens every Sunday night. The Kardashians offer a glimpse into the world of glamour and glamour, which is exactly what audiences want them to have. It is no wonder that *Keeping Up with the Kardashians* is the object most connected to the American dream representative. Below are some examples of the American dream concepts featured in *Keeping Up with The Kardashians*.

Business Empire

Although we often mention that the Kardashians are a tangible manifestation of being 'famous for being famous', but behind it all, they are also constantly growing and have various kinds of business ventures that they manage themselves. This is also proven by their success in the business they are involved in according to the fields they like, ranging from cosmetics, skincare, clothing, perfumes, and others. Even in the development of its business, the Kardashian Family also has pros and cons in its

development, for example, when we make Kylie a role model for successful millionaires. Still, on the other hand, there is also an unacceptable image when she has lip surgery.

Apart from that, the same thing happened with Kim Kardashian regarding cultural appropriation criticism for her new kimono shapewear trademark. But through it, the family still makes a lot of money, and continues to grow in terms of their business. Of course, there are many interesting things that we can learn from this case. With what they have done, we can roughly conclude that the Kardashians are a very visible embodiment of the American Dream. Even their extravagant life does not drain their pocket money at all. Instead, they get more benefits from their activities. After all, they were a creative family and managed to seize the momentum. From their daily life, it has even become a form of public interest in continuing to watch it, which is also one of their most successful achievements. Of course, they managed to change their lifestyle by commodifying it and making it a charming money maker. This certainly makes reality TV viewers aspire and be inspired to consume it. Thus, they can take advantage of the audience's appeal to material goods and use the moment as their tool to promote their own product.

A Famous and Rich Public Figure

It has become commonplace, even common if nowadays many individuals, especially young people, dream of their life becoming famous. It was already an open secret in their environment. Such a dream also shows that the individual makes us someone who has a strong determination to place ourselves in a safe and satisfying social environment. In addition, the dream of becoming famous was also put forward by Freud as a reflection of the longing for more attention and recognition in real life. In addition, on the other hand, this can also be interpreted as a fact that many people have realized and followed our behaviour from both sides, both good and bad, more than we realize. This incident also happened to the Kardashians. It is undeniable that they fall into the category of the most famous family in pop culture. The reason is, they managed to dominate several entertainment stages, especially modelling with the most expensive fees. On the other hand, all members of the Kardashians also have more than 100 million followers on Instagram. Not something that is ephemeral if they are a form of embodiment of success that is very real today. Those all happens exactly when they starter from the reality show.

Freedom of Kardashians Live

In today's celebrity culture, stars ask for privacy, and when they are on display, they can seem pretty unacceptable. The Kardashians are the complete opposite of that. They seem not to care about how the media always highlights them. They are also always open about their lives in any case. Regardless of whether this family is good or not, this statement has represented some of the fanatical Kardashian fans who feel very happy and satisfied when watching this event. This is, of course, categorized as a form of the American Dream. Regardless of whether their behavior is good or not, at least the Kardashians have contributed to representing the wishes of society. Many adopt their lifestyle, their body shape, to buy products that this family created as a form of effort to step closer to look like them.

From some of the explanations above, we can see that the path that this family has achieved in achieving success has many obstacles that they have to go through. However, judging from what they have achieved, the wealth that they have is a form of materialism that describes how the American dream is found in their family. In addition, to achieve and fulfil the spirit of materialism, they also run the capitalism system in their daily lives. The following is evidence that this family applies the nature of materialism and capitalism in their lives.

Materialism

Materialism is the main premise of *Keeping Up with the Kardashians*. Over the years since its season premiere in 2007, the Kardashian-Jenner family has mesmerized the viewers by the flashy lifestyle they lead each day. According to Andrejevic (2004 p.11), the reality stars have made a permanent symbol in modern day popular culture and thus worshipped. During this harsh time due to U.S. economy crash, people are captivated with the Kardashian-Jenner family's carefree spending habits and lavish parties. The reality TV is filled with abundant images of the Kardashian-Jenner lavish homes, fancy cars, wearing designer brands, extravagant diamond jewelry and conspicuous consumption.

As the ringleader of this family, Kim is considered as the most obsessed with fame and the money that comes with it. There are multiple instances throughout the first season where Kim makes lavish purchases and brags about them to her sisters. One of them is the very first episode of the reality TV when Kim makes a guest appearance on the Tyra Banks show in New York City, afterwards she feels tired and

announces that "that only thing that will make me feel better is a little shopping". She stops by Tiffany & Co. to try on thousands of dollars worth of jewelry. Kim places a 42-carat canary diamond ring on her finger and the clerk tells her the ring costs \$1.2 million dollars, which is no small pocket change. Kim responds with "Oh, that's not that bad," letting viewers and the shoppers around her know she is part of an elite social class that can afford these extravagant items.

Throughout the rest of the season, camera angles focus on the family's designer handbags and shoes while members go about their days. The family informs viewers of their disposable come time after time, even in episode six, "You're So Pregnant Dude," when the entire family takes an impromptu trip to Vegas for the weekend, staying in a lavish penthouse suite. Furthermore, one scene that shows the most materialistic focus of the reality TV can be seen in the episode 3 of season 3 entitled "I'd Rather Go Naked... Or Shopping", originally aired on March 22, 2009.

Kris: "Ladies, a day of torture!"

Kourtney: "My Mom and I have challenged Kim to come with us and watch us shop and she's not allowed to buy one thing."

Kim: (picking up a pair of strappy sandals) "These are really cute."

Kourtney: "So sorry!" (going in and out of fitting room) "Do you like this?"

Kris: "Maybe I'll get this."

Kim: "I think they're just being really insensitive at this point. They're kind of taunting me, showing me all these things that they're getting. And I'm just plain bored." "The challenge is complete. I haven't shopped. You guys are shopping, that's fine. But I've been here for a few hours now with you shopping. I've had enough. I'm gonna go. Bye, guys!"

Kourtney: "Bye, drama!" "Kim is definitely an addict. I mean getting mad and defensive at us for over-shopping."

Kris: "We got to keep an eye on her! She totally put stuff in the dressing room in her size."

Kourtney: "There's a chance that Kim's back at the store shopping, and we should check on her." "Ooh, busted!"

Kim: (trying on clothes in the dressing room) "I am an adult, I can do whatever I want."

Kris: "That's what an alcoholic would say when they're confronted with the problem."

Kourtney: "She's got to know that she's got a problem. I mean there's no way she can know. She has sneaked back in and bought something."

Kim: "You guys are crazy, crazy."

Kris: "We're crazy?"

It is told in the above quotation that Kris and Kourtney challenge Kim to not purchase even a single item during their few hours of shopping at Bloomingdales. Kim has a difficult time not buying anything and leaves the store. When Kris and Kourtney

realize Kim returned to the store behind their backs, they confront her with her shopping addiction. It can be clearly observed that materialism is part of Kim's character because she is red-handedly caught sneaking off back to the store and try on clothes. In addition, the reality TV usually opens up showing the Kardashian-Jenner family's home, which is more like a mansion than a house in Calabasas, California. Habitually, there are various cars out in the driveways, highlighting the brands and models of the cars. In many of the scenes in *Keeping Up with the Kardashians* is shot while its stars are behind the wheel. Kim herself has been seen driving top of the range automobiles and has been behind the wheel of everything from a Range Rover to a Bentley.

However, in the episode 5 of season 7 entitled "The Man In The Memoir", originally aired on June 17, 2012, Kim was flaunted buying a Ferrari 458 Italia for \$325,000 with her money from the wedding she had last August, marrying NBA player Kris Humphrey. Kris Humphries' wife shelled out \$325,000 for a pimped out new Ferrari earlier this week, TMZ reports. The reality star, 30, got dolled up in heels and red lipstick to pick up her white 458 Italia from Platinum Motorsport in L.A. But this pricy Ferrari isn't Kardashian's only ritzy ride! According to TMZ, the customized Rolls Royce Ghost she purchased earlier this year comes with a price tag starting at \$255K. According to the site, Kardashian also has a "super-charged" \$115K Range Rover and several other cars in her fleet. (Macatee, 2011: par.2-4). Evidently stated on the quotation that Kim also has a white and black Range Rover which retail for more than \$90,000, not including all the extras she has in her cars. She also has her own personal Bentley. She travels across the world a lot for appearances and events, which leaves her little time to drive her million plus dollar car collection. There are single people below the poverty line making less than \$10, 000 a year and a family of 4 makes less than \$20, 000 (U.S. Department of Health and Human Services, 2011). Kim flaunts her millions by driving in these expensive environmental un-friendly automobiles.

Capitalism

The materialistic values vulgarly displayed in *Keeping Up with the Kardashians* do not decrease the Kardashian-Jenner family's bank accounts, but instead their net-worth is amazingly increasing. It is because they succeed in transforming their over-the-top lifestyle and commodifying them into captivating moneymakers that the viewers of

the reality TV are aspired and inspired to consume. Thus, they are able to take advantage from the viewers' captivation over material goods. Besides successfully building the Kardashian-Jenner mega-brand and empire earning millions of dollars yearly, each of the family members also has their own blooming businesses and professions that essentially add up the family's fortunes. Simultaneously, money is seen as the ultimate sign and proof of success.

Money Nation's journalist, Tom Gerenger (2016: par.2-8), has listed the companies, franchises, shows and products that Kardashian-Jenner mega brand and empire entails. Let us start with an affordable fashion line called D-A-S-H that Kim, Kourtney and Khloé opened up in 2006. Now, the store has several boutiques in U.S., U.K. and Australia. Individually, Kourtney is said to be worth \$20.4 million. Other than reality TV, her money comes from its multiple sequels, merchandise deals and interior-design motivational speaking. Some of her business forays are impressive deals with big companies like FitTea, Michael Kors Perfume and PerfectSkin.

Even more impressive is Kim, who has got her hands full promoting her work on ShoeDazzle.com, an online website devoted to providing its members with fashionable footwear each month, with affordable subscription fee. She also creates Kimoji, her own personalized emoji, Kim Kardashian: Hollywood app and video game. Besides, she has released an autobiography, multiple perfumes, opened two more DASH boutiques, and has a clothing, jewelry and makeup line. Her net-worth is estimated to be a total of \$148.5 million, whereas Khloé is worth of \$23.6 million. Apart of the family's reality TV, she hosts a talkshow called Kocktails with Khloé. She also earns from the small K-Dash clothing line, her Unbreakable perfume in 2011 and other beauty products. She has had endorsement deals with Sears, ESPN and Proactiv, plus several Instagram and Twitter deals with companies like Fit Tea and Kybella.

The only Kardashian brother, Robert Jr. might be inspired by her sister to launch a fashion business. He owns a high-end sock line with witty quotes named 'Arthur George' which sells nationally in Nieman Marcus department stores. His \$1.2 million earning mostly comes from his appearances on his sisters' reality TV programs and talk shows as well as season 13 Dancing With the Stars. Moving to the Jenner side of the family, Kendall is worth \$31 million. Over these past couple of years, she has become one of the 'it' supermodels who walk in the fashion shows of Chanel, Fendy, and Victoria Secret; appears in the advertisements of Balmain, H&M, and Givenchy;

and graces magazine covers of Vogue, Vanity Fair, and Harper's Bazaar. She also monetizes her fame has already done an impressive job with it into social marketing and merchandise.

The other Jenner sister, Kylie ranks net worth of \$10 million. It comes from the clothing line Kendall/Kylie with her sister, modeling career, merchandise sales, and endorsement deals with Pac Sun, Puma, and Yeezy. Moreover, she recently launched a cosmetics line, with a skyrocketing popular Kylie-K Lip Kit line. The last but not least is the momager herself, Kris whose net worth is \$20 million. Her fortune comes primarily from personal appearances and from fees earned as business manager for her daughters. Besides, she also have her owns talk show entitled Kris.

CONCLUSION

As the title suggests, this research aim that seeing how far the effect received by the community on the popularity of this family and how they can make money through the efforts they are currently doing was revealed. Based on the findings and discussion, *Keeping Up with the Kardashians* and the Kardashian-Jenner family's has successfully achieved and accomplished the American Dream as reflected from their life. They built their own business empire, became rich and famous public figures, and made their own freedom in their lives. In fact, what happened in the Kardashians is not apart from what they did. Their souls who are materialistic make their lives demand luxury. With that condition, they create a capitalization system in their lives and use whatever is available as money.

The materialism that the Kardashian family has motivates them to continue innovating by creating new products to grow their business and making other dramas so that their popularity does not decline. Furthermore, they also capitalize their own lives, commodifying every aspect of their lives so that the viewers buy into what they are advertising. Right now, the net worth of their empire is more than \$300 million, and they have got multiple brands of products and merchandise. Individually, each of the Kardashian-Jenner family members is decently famous. However, when all of them evolve together, they become unstoppable.

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