

CHAPTER I INTRODUCTION

A. Background of the Research

Vanessa Rose O'Connell¹ was born in New York, U.S December 27, 1969. She is the entrepreneurship editor of The Wall Street Journal, and the Co-Author of creator of *Wheelmen: Lance Armstrong, the Tour de France, and the Greatest Sports Conspiracy Ever*. O'Connell is part of a small team of Journal editors who launched "WSJ Startup of the Year," a 2013 documentary featuring more than 40 successful entrepreneurs, venture capitalists, business leaders, and entertainers including Sir Richard Branson, Carly Fiorina, and will.i.am. She is also moderator of "How I Built It," a series of WSJ panels featuring notable American entrepreneurs in major U.S. cities. Reed Albergotti² was born in Minneapolis. He is an American journalist and the co-author of *Wheelmen: Lance Armstrong, the Tour de France, and the Greatest Sports Conspiracy Ever*.

American people are famous for their *American Dream* concept. American society has always wanted to achieve the *American Dream* that are divided into gold, glory and gospel. The term of *American Dream* has a connotation of, 'someone's skill for being success'. Likewise with Lance Armstrong, he wants to achieve his *American Dream* by becoming a winner in the event the Tour de France. Lance joined the US Postal team to support his team who also came from America, because in America's bike racing is still a minority.

Starting in the 1860s, Americans grew enamored with the bicycle. Cyclists and racers began to refer to themselves as wheelmen. Bicycle racing later fell out of favor as Americans began to rally around stick and ball sports, and the automobile became king. But starting in the late 1970s, a new generation of wheelmen set out on a mission to restore American glory to the sport.

The Tour de France is an annual multiple stage bicycle race primarily held in France, while also occasionally making passes through nearby countries. The race was first organized

¹ http://en.wikipedia.org/wiki/Vanessa_O%27Connell

² http://en.wikipedia.org/wiki/Reed_Albergotti

in 1903 to increase paper sales for the magazine L'Auto and it is currently run by the Amaury Sport Organization. The race has been held annually since its first edition in 1903 except for when it was stopped for the two World Wars. As the Tour gained prominence and popularity the race was lengthened and its reach began to extend around the globe. Participation expanded from a primarily French field, as riders from all over the world began to participate in the race each year.

The Tour is a UCI World Tour event, which means that the teams that compete in the race are mostly UCI Pro Teams, with the exception of the teams that the organizers invite. On 15 October 2013 *Wheelmen* books was published in the U.S. and Canada by Gotham Books. In this book the author not only tells the journey of Lance Armstrong from beginning into become the Tour de France but also behind the scenes of the biggest sport conspiracy. This book is an attempt to fill in the gaps he left and tell a much more complete, objective, and nuanced story. It is not just about Armstrong as an individual, an athlete, or a cancer survivor.

Lance Edward Armstrong (born September 18, 1971) is an American former professional road racing cyclist. Armstrong was classified as having won the Tour de France a record seven consecutive times between 1999 and 2005 before he was disqualified from all those races and banned from competitive cycling for life, for doping offenses by the Union Cycliste Internationale (UCI) in 2012, after the United States Anti-Doping Agency (USADA) presented its findings. A cancer survivor, he is the founder of the Livestrong Foundation, originally called the Lance Armstrong's Foundation, which provides support for cancer patients.

I analyze a book *Wheelmen: Lance Armstrong, the Tour de France, and the Greatest Sports Conspiracy Ever* work Vanessa O'Connell and Reed Albergotti about the legendary cyclist Lance Armstrong. In this book I am interested in examining the career of Lance Armstrong. Before doping conspiracy was revealed, Lance Armstrong is a cyclist who admired many people. Although Lance had cancer he can rise up and become a champion in the Tour de France for 7 times in a row. Being a cyclist is honored for being the champion of the Tour de France seven times during the years 1999-2005, which eventually disqualified for doping cases entangled.

In every game all definitely want to be a champion. Lance's uses doping to always be a winner in the Tour de France. Lance lose its former glory as the Oprah Winfrey Show at the beginning of 2013 he admitted taking doping and using blood transfusions for his seven Tour de France Victories. So I assume that *The American Dream* in Lance Armstrong's life that ended in tragedy in *Wheelmen* biography by Vanessa O'Connell and Reed Albergotti.

B. Identification of the Problem

Based on the background of the problem, I identify that the problem of this research is the use of doping in Lance Armstrong's career in to reach his *American Dream*. I assume about the theme of this research is *The American Dream* in Lance Armstrong Life Ended Tragedy in *Wheelmen* Biography by Vanessa O'Connell and Reed Albergotti.

C. Limitation of the Problem

Based on the identification of the problem, I restrict this study on the character of Lance Armstrong in doping effect result which causes the destruction of his career. Theories and concepts that I use are sociology and organizational psychology. The sociological approach is *American Dream* theory and the organizational psychology I use is *Achievement Theory*.³

D. Statement of the Problem

Based on the limitation of the problem, the statement of the problem is whether the *The American Dream* in Lance Armstrong life ends in tragedy. In order to answer this question, I state next problems:

1. What did Lance Armstrong do in his efforts to reach the American Dream on his career?
2. What are the things that carried Lance Armstrong in achieving the American Dream on his career?
3. What is the obsession of Lance Armstrong in winning The Tour de France through a reflection of the concept of the American Dream?

E. Objective of the Research

Based on the statement of the problem, the objectives of this research is *The American Dream* in Lance Armstrong's life ends in tragedy. To fulfill this purpose, I have to take some steps:

1. To analyze effort and hard work of Lance Armstrong to reach the American Dream on his career.

³<http://www.businessdictionary.com/definition/achievement-motivation-theory.html>

2. To analyze the numerous things that carried Lance Armstrong in achieving the American Dream on his career.
3. To analyze the obsession of Lance Armstrong's career in winning Tour de France which is the effort and hard work in achieving victory in his life to reach his goal to be the best in the Tour de France by using the concept of the American Dream.

F. Framework of the Theory

The extrinsic approaches I use to analyze the biography of Lance Armstrong's are sociology The concept of American Dream and organizational psychology Motivation Theory by McClelland.

a) American Dream

In 1920, Gilbert K. Chesterton, after a visit to the United States, concluded that the American nation is the only nation in the world that is formed by a system. The essence of the system is the belief that the future harmony lies in the individual. The gait is the birth of frontier life which supported by a very popular belief, namely The American Dream.

The American Dream is a national ethos of the United States, a set of ideals in which freedom includes the opportunity for prosperity and success, and an upward social mobility achieved through hard work. In the definition of the American Dream by James Truslow Adams in 1931, "life should be better and richer and fuller for everyone, with opportunity for each according to ability or achievement" regardless of social class or circumstances of birth.

The concept of the American Dream include: gold, gospel, and glory. Elaboration of the above three elements are, first, the purpose of the immigrants to America pursuit of material wealth or natural resources. Second, their efforts to spread their religion, belief or ideology that latter could be interpreted as the spread of liberal democratic principles. Third are their efforts to achieve greatness and glory⁴

⁴Albertine Minderop, *Pragmatisme – Sikap Hidup dan Prinsip Politik Luar Negeri Amerika* (Jakarta: Yayasan Obor Indonesia, 2006), p. 10

A. Organizational psychology

Organizational psychology is a science that studied the man in the relationship with the organization (human behavior in organizational settings). The focus of the organization is to study the psychology of decision making in an organization based on the system, culture, leadership and human capital.

All the concepts and theories of organizational psychology beginning comes from social psychology and clinical psychology. In its development, organizational psychology combined with industrial psychology.

Organizational psychology is to study how an organization influence and interact with members. Understanding, mastery and practices in organizational psychology can be applied to the company in order to achieve the success of a company and help provide alternative solutions to the development of the industrial system.

Study of organizational psychology more emphasis on the development of human resource management system such as designing the system of recruitment, selection and placement of employees, structured potential assessment (assessment centers), training-development, performance training, remuneration system of industrial relations, and corporate culture. Destination services and science is intended primarily to improve the physical and mental wellbeing and achieve optimal quality of working life.⁵

a) *Achievement Theory*

Motivation is activities that resulted, distributed and maintain human behavior and is a process in order to try to influence someone to do something that we want⁶.

Motivation can be defined as a motivating factor that comes from within man, which will affect the way a person acts. Thus the motivation will affect the performance of the workers⁷. According to Hilgard and Atkinson it is not easy to explain the motivation for expressing inter-human motives are not the same, different cultures will produce different patterns of expression because it can appear in the form of motives and behaviors that are difficult to explain.

⁵<https://artipsikologi.wordpress.com/tag/pengertian-psikologi-organisasi/>

⁶ <http://alumnifatek.forumotion.com/interpreneur-motivasi-f30/teori-motivasi-t595.htm>

⁷ <http://www.scribd.com/doc/7479473/TEORI-MOTIVASI>

Here is a description of the motives that exist in humans as the driving factor of human behavior: McClelland known about the theory of the need for achievement or Need for Achievement (N.Ach) which states that the motivation is different, according to the power of one's need for achievement. Murray was quoted as saying by Winardi formulate the need for achievement as wishes: "Implement something difficult a task or job"⁸. Master, manipulate, or organize physical objects, human beings, or ideas to implement these things as quickly as possible and as independent as possible, according to the conditions prevailing. Coping with peak performance for yourself. Able to excel in competition with others.

Theory proposed by McClelland states that there are three important things that become human needs, namely :

1. The Need for achievement

Looking accomplishment, achievement of goals and progress. Strong need for feedback, a sense of accomplishment and progress.

2. Need for affiliation

Needs companionship, interaction and for the preferred

3. Need for power

Motivated authorities need to influence and make an impact, to be strong to lead and to increase personal status and prestige.

Here are the characteristics of the three motifs above Manifestations of achievement motivation will be seen on some behavioral traits such as:

1. Take personal responsibility for his actions
2. Looking for feedback on his actions
3. Choose moderate risk or being in the act
4. Trying to do something new ways and creative

Characterize the behavior of the ruling motivation, namely:

1. Very active in determining the direction of the activities of the organization's activities where he was in it.
2. Glad to collect items or be a member of an organization or association that could reflect the prestige

⁸<http://akhmadsudrajad.wordpress.com/2008/02/06/teori-teori-motivasi/>

3. Very sensitive to the effects of inter-personal structure of the group or organization
4. Trying to help others even if it is was not requested.

Characteristic behavior is a manifestation of motivation affiliated namely:

1. More fun with others than alone.
2. Often associated with others, including talking on the phone or visit the places of others.
3. More attention in terms of personal relationships that exist in their work than there is in his work tasks than the task at hand in the work itself.
4. Looking for a partnership or agreement of others.
5. To work more effectively when cooperating with others in a cooperative atmosphere.

G. Methods of the Research

Based on the theoretical framework above, I compile this study using qualitative research method. The research does not use calculations. Methodology qualitative research is defined as a procedure that produces descriptive data in the form of words written or spoken of the people and observed behavior. This type of research is the study of literature, which is a method that is in collected from literary texts⁹

H. Benefits of Research

Based on the method of research, this study is expected to be useful to those who are interested get the deeper knowledge of *Wheelmen* biography by Vanessa O'Connell and Reed Albergotti. This research may be beneficial because it is done through a new perspective by applying the concept of American Dream and Achievement Theory, so it can show American Dream value that exist in American people.

I. Systematic Organization of the Research

Related to the title of this research, the systematic presentation is written as follows:

⁹Dr. Lexy J. Meleong. MA. "*Metodelog Penelitian Kualitatif*;" (Bandung: Remaja Karya Bandung). hlm. 93

CHAPTER ONE : INTRODUCTION

It consists of: Background of the Problem, Identification of Problem, Limitation of the Problem, Formulation of the Problem, The Objectives of the Research, Theoretical Framework, The Method of the Research, The Benefits of the Research, The Organizational Presentation.

CHAPTER TWO : LANCE ARMSTRONG'S LIFE AND CAREER

It consists of: The profile and life of Lance Armstrong since he was child until he became a suspect of doping in his career.

CHAPTER THREE :THE AMERICAN DREAM LANCE ARMSTRONG'S LIFE THAT ENDED IN TRAGEDY.

It consists of the analysis of the theme by using the result of the extrinsic approach that is the American Dream and Achievement theory.

CHAPTER FOUR : CONCLUSION.

It consists of conclusion which shows the theme of this biography namely American Dream in Lance Armstrong's life that ends in tragedy.

