CHAPTER I

INTRODUCTION

1.1. Background of the Study

In this world, the human is an imperfect creature. Some people are weak in their body parts, are physically defective, are mentally unstable, or even have low skills or low sensors. Some people may be blind, deaf or mute. That is what is called a flaw and one of the causes of inferiority. The important thing about it is how the individual overcomes it.

There is always a chance that they would fall lacking in their attempts to make up for their insecurities and as a result adopt a pessimistic outlook. Because of their fragility and inferiority in the grand scheme of things, humans are particularly vulnerable. Individuals' dreams reflect their desire for power as they strive to overcome problems and preserve their status in the future (Adler, 1997: 205).

Why people need to overcome their inferiority and strive for superiority is questionable. There are some answers to this question, but most of them are because they experience pain because of their insecurity and inferiority. This is not always a negative thing to do. Instead, it is positive. Striving for superiority here is not a big action or attempt to achieve perfection or the highest position in society, but it is an action to develop human value from their past and their inferiority feelings (Green, 2012: 44).

Encanto (2021) is a movie about Mirabel Madrigal's struggles because she is different from the other Madrigals. The Madrigal family is well known as a superpower family because the descendants of this family possessed unique powers that were usually called gifts. By possessing gifts, the Madrigals can easily improve the community and give big help for the people. Alma Madrigal, the founder of Encanto and also the head family of Madrigal propose that the gifts exist for the community Encanto.

Unfortunately, Mirabel is the only descendant of Madrigal who has no gift. It makes her effort in improving Encanto is hardly seen. This difference always makes Mirabel feel exiled, which further makes her insecure. People around her also treat her differently and sometimes say something that hurts her feelings.

Encanto is a newly released movie, and striving for superiority is rarely used in research, so the writer is interested in analyzing the main character's striving for superiority in Smith and Bush's *Encanto* that was caused by her insecurity about not having any gifts. The writer wants to figure out what the further causes of Mirabel's striving for superiority are, how her striving for superiority processes happen, and what the effects of her striving for superiority are on her life and her surroundings.

1.2. Research Problems

Based on the topic and the background of the research, the research problems that are going to be analyzed are:

1.2.1. What are the causes of Mirabel's striving for superiority in Smith and Bush's *Encanto*?

1.2.2. How is the process of Mirabel's striving for superiority in Smith and Bush's *Encanto*?

1.2.3. What are the effects of Mirabel's striving for superiority in Smith and Bush's *Encanto*?

1.3. Objectives of the Study

In this research, the writer has several purposes to achieve as a result of the study. The objectives of the study are:

1.3.1. To analyze the causes of Mirabel's striving for superiority in Smith and Bush's *Encanto*.

1.3.2. To analyze the process of Mirabel's striving for superiority in Smith and Bush's *Encanto*.

1.3.3. To analyze the effects of Mirabel's striving for superiority in Smith and Bush's *Encanto*.

1.4. Previous Studies

A research project needs several relevant previous researches or studies to support the implementation of further research. Some data can be obtained from relevant research, such as journal articles, books, theses, etc. that have a similar topic. The data can also be obtained from previous studies. The writer found ten previous studies from various sources that use the *Encanto* movie as the topic. They consist of seven journal articles and three theses.

The first reference is a thesis from Ninimas Saki Kinasih entitled "A Study of Mirabel's Hierarchy of Needs as the Main Character Reflected in *Encanto* (2021) Movie: Psychological Approach". This research analyze the experience needs of the main character in the movie *Encanto*. The second reference is a journal article by Anisha Bunga Arnethia Fitriane, and Abdillah Nugroho entitled "The Fulfillment of Maslow's Hierarchy of Needs on Main Character in "Encanto" Movie: A Humanistic Study" (2022). This research analyze the efforts made by the main character in *Encanto* to meet their needs. The third reference is a thesis from Putri Cantika entitled "An Analysis of Negative Politeness Strategies Used in Animation Movie *Encanto*" (2022). This study investigate negative politeness strategies and the effects of the negative politeness strategy used in the film *Encanto*. The fourth reference is a thesis from Liza Akromatul Muf'idah entitled "An Analysis of Conversational Implicatures in "Encanto" Movie" (2022). This study analyze the maxim of cooperative principle flouting in the utterances between the characters and the kinds of conversational implicature in the movie *Encanto*. The fifth reference is an article from Erni Hastuti, Dwi Thasya Febryanti, and Teddy Oswari entitled "Directive Speech Acts in the Dialogues of Madrigal's Family in *Encanto* Movie" (2022). This study analyze the directive speech acts performed in the movie *Encanto*. The sixth reference is an article from Agustina Diana Wardaningsih, and E. Ngestirosa Endang Woro Kasih entitled "Delineation of Women Identity in the Disney Animated *Encanto* (2021) Film" 2022. This study analyze the moral values of the characters in the movie *Encanto*. The seventh reference is an article from Rensi Kumala Sari, Kiagus Baluqiah, Dian

Susyla, and Ria Angraini entitled "Character Educational Values in *Encanto* Animation Movie" 2022. This study analyze the 18 types of educational values conveyed by the characters in the movie *Encanto*. The eighth reference is an article from Michielle Erica Wilson, Daniel Budiana, and Megawati Wahjudianata entitled "Representasi Disfungsi Keluarga dalam Film Disney *Encanto*" 2022. This study analyze the representation of family dysfunction throughout the movie *Encanto*. The ninth reference is an article from Sydney Conroy entitled "Narrative Matters: *Encanto* and Intergenerational Trauma" (2022). This study analyze the experience of intergenerational trauma within the Madrigal family in the movie *Encanto*. The tenth reference is an article from Jazzyca Josephine Tulende, Sudirman Maca, and Asrafunnisa entitled "Social Aspect of the Main Character in *Encanto* Movie Script" (2022). This study analyze the social aspects and the impacts of the main character on society in the *Encanto* movie script.

From those previous studies above, the topic that the writer is going to discuss is different. The first and second studies discusses the hierarchy of needs. The third study discussees negative politeness. The fourth and fifth studies discussed conversation and speech. The sixth and seventh studies discuss character education and moral value. The eighth study discusses family dysfunction. The ninth study discusses intergeneric trauma. And the last one, the tenth study, discusses the social aspect. There is no study about the striving for the superiority of the main character in the movie *Encanto*.

1.5. Scopes of the Study

This research focuses on analyzing the causes, processes, and effects of Mirabel's striving for superiority using Adler's concept of individual psychology. Narrative aspects, consisting of character and characterization, setting, and conflict are taken into account to help the writer analyze the issue mentioned.

1.6. Writing Organization

The writing organization of this research comprises four chapters, which are organized as follows:

CHAPTER I   **INTRODUCTION**

This chapter consists of six sub-chapters. They are the background of the study, research problems, objectives of the study, previous studies, the scope of the study, and writing organization.

CHAPTER II   **THEORY AND METHOD**

This chapter consist of literature review, the theories, and the methods used to analyze the movie.

CHAPTER III   **RESULT AND DISCUSSION**

This is the main chapter of the research where both intrinsic and extrinsic aspects are discussed.

CHAPTER IV **CONCLUSION**

This chapter contains the result of the discussion, conclusion, and suggestion for the next researcher..

REFERENCES