CHAPTER II

THEORETICAL FRAMEWORK

2.1 Theoretical Framework

2.1.1 Intrinsic Aspects

2.1.1.1 Character and Characterization

As defined by Quinn (2006:72), a character is a person conveyed in a narrative or dramatic work, typically characterized by a physical description. While according to Boulton (1975:72) is a representation of human complexity and imperfection, reflecting real-life qualities such as selfishness, self-deception, desires for love and goodness, and struggles with moral dilemmas. Through both definition, literature presents characters wrestling with their emotions, choices and personal growth, allowing readers to explore universal human challenges. Character is typically divided into protagonists who drive the story and antagonists who oppose them (Quinn, 2006:341).

Meanwhile, characterization according to Abrams (2005:47) is how the character is built with a distinctive character. Characterization is the method used to reveal a character's traits, either through showing characterization, where the character's actions, speech, and thoughts are presented for the audience to interpret. And through telling characterization, where the author directly describes and evaluates the character's motives and qualities.

2.1.1.2 Conflict

According to Abbot (2008:94), a conflict is a situation of struggles between characters or ideas, which reflects and helps a culture address its internal tensions and opposing values. It is often not necessarily take the form of clear opposition between good and evil. According to Quinn (2006:95) conflict divided into two types: internal conflict and external conflict. An internal conflict is the opposition that exists within the character. It usually occurs due to the challenging difference between desire and the potential to achieve it, moral differences, and the demands of the situation. External conflicts that occur between characters and something outside themselves, either with the human environment or the natural environment.

2.1.2 Extrinsic Aspects

2.1.2.1 Theory of Psychoanalysis by Carl Jung

Schultz (2017:81) explains that Carl Jung's psychology resembles Freud's in its focus on conscious and unconscious mind layers but diverges with the concept of a collective unconscious—ancestral experiences passed down across generations. Unlike Freud, who emphasized personal unconsciousness based solely on individual experiences, Jung proposed that the unconscious contains shared, universal elements influencing all humans. This collective layer represents a realm that remains largely unfamiliar to our conscious understanding and is revealed only indirectly through its effects on thoughts and behaviors.

For Jung, psychological health involves connecting with both conscious reality and the unconscious mind. This connection allows individuals to revisit

stored thoughts and experiences, organizing them into complexes when specific themes (like power or status) shape personal focus and behavior. Complexes, collections of emotions, memories, and desires, create lasting impressions in the personal unconscious, impacting how one navigates life and relationships.

Behavior is also influenced by the collective unconscious, a key concept by Carl Jung based on his belief in the universality of experiences. According to Jung, every generation of humanity repeats certain patterns, making these patterns an integral part of life and personality (Schultz, 2017:90). Jung viewed this unconscious as a powerful repository linking each person's personality not only to personal childhood memories but to humanity's entire history, containing patterns and archetypes that repeat across time. Just as individuals accumulate personal memories in the personal unconscious, Jung proposed that humanity collectively stores ancient experiences, shaping core aspects of behavior and personality.

2.1.2.2 Jungian Archetype Theory

Schultz (2017:91) explain archetypes as recurring patterns or themes that stem from shared ancient human experiences, stored in the collective unconscious, and shaping how individuals understand and relate to life and its experiences. Jung associated archetypes with the embedded aspects of human cognition, which are inherited and transmitted from generation to generation.

These archetypal patterns embody universal themes, motifs or symbols, give rise to deep emotional responses and carry enduring significance across different cultural contexts and historical times. Some examples of archetypes identified by Carl Jung include persona, shadow, anima/animus, self, and hero.

The persona is the mask we wear in social situations, while the shadow represents our repressed or hidden aspects. The anima/animus represents the feminine/masculine aspects of our psyche, while the self is the true, integrated, and balanced self.

2.1.2.3 The Depiction of Persona and Shadow Theory

The persona and shadow, central to Carl Jung's archetypal theory, represent opposing forces within the psyche, offering insight into the complexity of human identity. The theory of persona and shadow is a psychological struggle between the public image and the hidden repressed aspects of their true selves. Persona and shadow reflect the dynamic interplay between one's public image and hidden inner truths. This duality manifests universally, with unresolved tensions between these aspects leading to internal and external conflicts. For example, a person may portray confidence and composure (persona) while struggling with insecurity or resentment (shadow), creating psychological stress and strained relationships.

According to Schultz (2017:91) an actor's persona is the mask. To put it another way, the persona is society perceive to believe themselves and others to be, but it's not necessarily the case. The desire for acceptance and recognition by one's social group may be a primary motivator in human behaviour. Individuals tend to act in ways that align with the expectations of their social groups in order to gain acceptance and avoid criticism and judgement. Social roles, which often require the projection of certain characteristics, can also serve as a means of avoiding such negative evaluations. In some cases, individuals may even utilise a

persona to hide parts of themselves that they perceive as weak or inappropriate. The depiction of shadow is formed from our attempts to comply with cultural norms and expectations. The shadow is caused by sex and life instincts. It is part of the unconscious mind and consists of repressed ideas, weaknesses, desires, instincts, and flaws. It is formed because of our efforts to compromise with the expectations of the surrounding community as well as the prevailing society norms and this dark side of human nature must be tamed if they want to compromise harmonious life in society as Schultz (2017:92) conducts.

2.1.2.4 The Factors of Persona and Shadow Theory

The persona is shaped by several key factors, primarily external influences such as societal expectations, cultural norms, and personal ambitions. These external pressures drive individuals to create socially acceptable identities that help them gain approval, maintain relationships, and navigate their roles in society. For instance, societal pressure to achieve success often motivates individuals to project an image of wealth, status, or competence, even if it means hiding their true feelings or intentions (Schultz, 2017:92). Another significant factor is the situational and relational demands placed on individuals. Different social contexts, whether in professional settings, family roles, or friendships, require individuals to adopt specific personas to fulfill expectations and maintain harmony. In this sense, the persona acts as a compromise between external demands and internal needs, fostering adaptability in various environments.

The shadow, in contrast, is shaped by internal factors such as repressed instincts, unconscious desires, and societal norms that suppress traits deemed

undesirable. Early life experiences also play a crucial role, particularly when individuals are taught to reject certain qualities or when negative traits like power or dominance are reinforced (Mattoon, 2005:29). This repressed content forms the shadow and can manifest through unintended behaviors, mood swings, or physical symptoms, particularly when the conscious mind is under stress, anxiety, or intoxication. Together, these factors reveal the dynamic interplay between the outward persona and the hidden shadow, highlighting how societal pressures and internal conflicts shape an individual's identity and influence their behavior.

2.1.2.5 The Impacts of Persona and Shadow Theory

The impacts of Carl Jung's persona and shadow theory can be understood through each definition, first the persona serves as a mask that individuals wear to meet societal expectations, facilitating social adaptation. However, over-reliance on this mask can lead to feelings of inauthenticity, dissatisfaction, and identity crises, as people lose touch with their true selves. The shadow, representing suppressed emotions and traits, carries both destructive potential and the promise of self-growth. When ignored, it may manifest as inner turmoil or unconscious projection onto others, causing interpersonal conflicts and emotional distress.

At a broader level, the interaction between the persona and shadow in social contexts reveals the complexity of power dynamics and moral ambiguity. The persona may mask darker intentions, as seen in manipulative individuals who use charm and deceit for personal gain. Meanwhile, shadow-driven behaviors, such as unrestrained ambition or aggression, can disrupt societal order but may also challenge unjust systems, inspiring change. These archetypes also inform

cultural narratives, with their tensions providing the foundation for rich storytelling and social commentary. They explore themes of conformity, rebellion, and the search for authenticity within communal settings.

2.2 Research Method

2.2.1 Research Approach

Referring to the background of the research, this research comprises a discussion of the concepts of persona and shadow archetype as applied to Maven Calore, the antagonist of Red Queen (2015) written by Victoria Aveyard. The writer employs an analytical psychology approach in writing this research thesis. Analytical psychology, as explained by Bennet (1970:11), is the study of the relationship between consciousness and the unconscious, focusing on concepts like the personal and collective unconscious, the ego's role in consciousness, and how these relate to psychological functions like thinking, feeling, sensation, and intuition, with methods including the word-association test, dream analysis, and active imagination to investigate unconscious mental activity.

2.2.2 Method of Data Collection

In writing this thesis research thesis, the writer uses library research. According to George (2008:6) library research involves identifying and utilizing sources that provide factual information or expert opinions on the research subject. The data are drawn from two sources, primary and secondary data. According to Wagh (2024:1) primary data refers to first-hand information collected directly by a researcher through methods such as surveys, interviews, or experiments to address a specific research question, while secondary data refers to

pre-existing information gathered by someone else for a different purpose, such as reports, articles, or government records, which can be used to support research objectives.

The primary data of this research thesis is a novel entitled Red Queen (2015) by Victoria Aveyard. The secondary data for this research are sourced from a variety of relevant materials, including scholarly books, prior research studies, and peer-reviewed journal articles.

2.2.3 Method of Data Analyzing

The data in this research is analyzed using qualitative content analysis, which focuses on interpreting textual elements to explore Maven Calore's persona and shadow archetypes. According to (Prior, 2014) content analysis is a method of analysis and not a method of data collection but serves as an analytical strategy that can be integrated into various research designs and approaches. This analysis involves examining key passages and character actions in *Red Queen*, identifying archetypal traits linked to Maven's persona and shadow, and organizing them into thematic categories such as inner conflict, motivations, and interactions. Jungian analytical psychology is then applied to interpret these texts and uncover how Maven's psychological dimensions shape his behavior and the novel's overall narrative. The flexibility of content analysis allows it to be used either independent of other methods or in conjunction with them, ensuring a comprehensive and nuanced understanding of Maven's character and role in the story