

ADLERIAN STRATEGIES IN WILLY WONKA'S CHARACTER IN TIM BURTON'S FILM *CHARLIE AND THE CHOCOLATE FACTORY*

**Amanda Putri Wira Dharma, Mardliya Pratiwi Zamruddin,
Famala Eka Sanhadi Rahayu**

English Literature Department, Faculty of Cultural Sciences,
Mulawarman University

Email: amanda23031998@gmail.com

ABSTRACT

This study aims to find out how Willy Wonka's character in the *Charlie and the Chocolate Factory* film strived to overcome his inferiority state to achieve superiority in his life using the Adlerian strategy stages of Alfred Adler's individual psychology theory. This study was qualitative research with a psychoanalysis approach. The data from this study were the actions, dialogues, and other character's narrations that are depicted in clip scenes from the film. In analyzing the data, the researcher identified each scene that depicted the factors that influenced the feelings of inferiority that appeared in Willy Wonka's character and analyzed how Willy Wonka strived for superiority. The results of this study indicated that there is a representation of Willy Wonka's inferior feelings because of his unpleasant childhood compared to his friends who had a pleasant childhood. This feeling of Willy's inferiority is triggered by several factors namely lifestyle, parenting patterns, and birth orders. After going through a period of inferiority, Willy finally achieved success in his life goals of becoming a famous chocolate maker and making his own chocolate factory. Willy's way to overcome these inferior feelings is applying superiority complex proposed by Alfred Adler which consists of creative-self, social interest, confidence, ambition, and striving for superiority.

Keywords: inferiority, striving for superiority, character, Adlerian strategies.

ABSTRAK

*Penelitian ini bertujuan untuk mengetahui bagaimana karakter Willy Wonka dalam film *Charlie and the Chocolate Factory* berusaha mengatasi keadaan inferioritasnya untuk mencapai superioritas dalam hidupnya menggunakan tahapan strategi Adlerian dari teori psikologi individual Alfred Adler. Penelitian ini merupakan penelitian kualitatif dengan pendekatan psikoanalisis. Data dari penelitian ini berupa aksi, dialog, dan narasi tokoh lain yang tergambar dalam klip adegan film tersebut. Dalam menganalisis data, peneliti mengidentifikasi setiap adegan yang menggambarkan faktor-faktor yang mempengaruhi perasaan rendah diri yang muncul dalam karakter Willy Wonka dan menganalisis bagaimana Willy Wonka berjuang untuk superioritas. Hasil penelitian ini menunjukkan bahwa terdapat representasi perasaan rendah diri Willy Wonka karena masa kecilnya yang tidak menyenangkan dibandingkan dengan teman-temannya yang memiliki masa kecil yang*

menyenangkan. Rasa rendah diri Willy ini dipicu oleh beberapa faktor yaitu gaya hidup, pola asuh orang tua, dan urutan kelahiran. Setelah melalui masa-masa rendah diri, Willy akhirnya berhasil mencapai cita-cita hidupnya menjadi pembuat coklat terkenal dan membuat pabrik coklatnya sendiri. Cara Willy untuk mengatasi perasaan rendah diri tersebut adalah dengan menerapkan *superiority complex* yang dikemukakan oleh Alfred Adler yang terdiri dari kreatif diri, kepentingan sosial, kepercayaan diri, ambisi, dan perjuangan untuk superioritas.

Kata kunci: *inferiority, striving for superiority, character, Adlerian strategies.*

A. INTRODUCTION

Characters give important roles to make the story in a film more alive (Pope 86). They control every role needed in the story, and also each character in the story has their own characteristics which are represented based on the ideas of the author. The characteristics of each character bring the relationship between the character and the personalities. The relationship between characters and personalities is called characterization. In this study, the researcher used film as the object of literary works to be analyzed using the theory, because film can display an event through the role of the characters in it. In this study, the researcher selected a film by Tim Burton entitled *Charlie and the Chocolate Factory*, a fantasy film released by Warner Bros in North America on July 15, 2005, and starring Johnny Depp. The film is based on a children's book by a British author named Roald Dahl in 1964.

The focus of this study is analyzing the character of Willy Wonka. The researcher analyzed based on observations on the characterization of Willy Wonka's character. To identify significant factors that influence a personality character from childhood to adulthood, this study needs a strategy for analyzing Wonka's personality characteristics. The strategy is called Adlerian strategies from Alfred Adler's personality theory. This theory is appropriate psychoanalysis used to analyze the personality character of Willy Wonka, because Adler deals with issues such as superiority and inferiority complex that helped the researcher to analyze Willy Wonka's character through strategies created by Adlerian strategies. The researcher formulates two research questions, first is to identify the factors from Adler's theory that influence the feeling of inferiority appearing in Willy Wonka's character and second is to find out how Willy Wonka's character strives for superiority through Adlerian strategies.

Theoretically, it can be used as a contribution to the literature study and gives additional knowledge in the psychoanalysis study which focuses on Adlerian strategies, especially about the personality characteristics. Meanwhile, practically, the result of this study may be useful to the reader who wanted to know about how to resolve the feeling of inferiority and striving for superiority in life. In the end, there is a possible limitation in this study. That is the researcher does not analyze or compare this film using another psychoanalysis theory from other psychologists' experts who also discuss a lot about the personality of individual characters.

B. RELATED LITERATURE

Based on the introduction of the study and the research questions, the researcher used film study theory, character and characterization as elements of literature, and psychoanalysis approach. The main theory that the researcher used is Alfred Adler's individual psychology theory or also known as Adlerian psychology strategy to analyze Willy Wonka's character in the *Charlie and the Chocolate Factory* film.

Adler's individual psychology is developed by his interpretation of Freudian theory by himself before he was a follower of Freud (Stangor 626). However, Adler suddenly developed his own opinion and deviated from Freud's theory, Then after that, Adler decided to establish a new theory in accordance with his opinion which was given the name "Individual Psychology". Adler stated that man is a conscious being; they are usually aware of the reasons for their behavior. They are aware of their inferiority and are aware of the goals they are striving for. Moreover, they are a self-conscious individual who is able to plan and guide their actions with full awareness of their meaning for their own realization (Hall and Lindzey 118). Based on this paradigm, Adler developed the theory of individual psychology into a number of strategies, starting from the focus of his theory and then developing into a way of understanding and solving a problem in an individual human being.

1. Adlerian Strategies

There are two main concepts of personality theory according to Alfred Adler. That is the inferiority complex and superiority complex. In the part of the inferiority complex, the researcher has described the factors that affect the appearance of inferiority feelings of someone. Then in the part of the superiority complex, the researcher has described a solution to overcome an inferiority complex or a way for someone to achieve a superiority complex.

1. Inferiority Complex

In this part, Adler explains that humans are born with imperfections or potentially have weaknesses in their organs that cause symptoms of inferiority and then cause stress to the individual. Therefore, each individual tried to compensate for their weaknesses with all the good powers as a form of an effort to achieve perfection (superior). In the process of achieving perfection, each individual experiences an inferiority complex or can be defined as an exaggerated feeling that is unable to achieve what they want (Adler 23). From the explanation above it can be concluded that the feeling of excessive inferiority is caused by several things:

a. Lifestyle

According to Adler, the lifestyle of each individual is divided into two combinations, namely a lifestyle encouragement from within oneself and a lifestyle encouragement from the surrounding environment. These two lifestyle combinations, according to Adler, were formed since a person is 4-5 years old or it can be said that each individual's childhood affects their lifestyle (60).

b. Parenting Patterns

The factors of wrong parenting patterns since someone's childhood can trigger inferiority feeling in someone and will affect someone's character formation.

c. Birth Orders

According to Adler in *Understanding Human Nature*, birth order refers to the order in which the children of a family were born and Adler believed that birth order had a significant and predictable impact on inferiority feeling (150).

2. Superiority Complex

According to Adler in *The Science of Living*, the superior strategy and the inferior strategy are interrelated and complementary (82). The superiority referred to by Adler claims that superiority complexes are born out of inferiority complexes; they are “one of the ways which a person with an inferiority complex may use a method of escape from his difficulties” (97). To achieve superiority, someone must carry out several stages in the self-development process:

a. Creative-Self

According to Adler in *Understanding Life*, the creative-self is a very important stage in the process of the formation of an individual person; humans are artists for themselves, so humans are free to be creative according to their own desires (107).

b. Social Interest

The need for social interest is manifested when communicating with others” (Adler 23). Because with social interest, every individual feels motivated to strive for superiority healthily and not get lost in the wrong direction.

c. Confidence

We see that a superiority complex is a secondary development. It is compensation for the inferiority complex, so in the process of development, an individual can change to be more confident in doing something to achieve their life goals (Adler 43).

d. Ambitious

A person who does not have a superiority complex and is still struggling in a state of inferiority will have a huge ambition to become a successful person (Adler 44). This ambition is a reference for overcoming feelings of inferiority in a person to achieve success.

e. Striving for Superiority

Striving for superiority is the encouragement toward perfection or completion that motivates human beings to be precious and more perfect (Schultz 135). In striving for superiority, the inferior feeling becomes the base motivation of people’s struggle.

After the explanation of the Adlerian strategies above, the researcher concludes that this study requires Adlerian theory, the strategies above have been divided by the researcher into strategies that are indeed found in Willy Wonka's character.

C. RESEARCH METHOD

This study used qualitative research. Qualitative data consist of words and observations, not numbers. The data, analysis and interpretation are required to bring order and understanding. This requires creativity, discipline, and a systematic approach (Ellen and Marcus 1). The approach that is also used in this study is psychological criticism as a critical approach to literature. This approach reflects the effect that modern psychology has had upon both literature and literary criticism and

also this approach focuses on the analysis of fictional characters using the language and methods of psychology (Kennedy and Gioia 1790).

In the source of data, the researcher used the film entitled *Charlie and the Chocolate Factory* directed by Tim Burton and released in 2005. The data were the actions, dialogues, and other character's narrations as well as Willy's struggle from the inferiority complex to achieve a superiority complex in his life that is depicted in clip scenes from the film. For the research instrument, the researcher used Denzin and Lincoln perspective. Denzin and Lincoln stated that humans as the instrument in research. It is a conscious experiencing the self as both inquirer and respondent, as teacher and learner, like the one coming to know the self within the processes of research itself (210).

To compile the data, the researcher did some steps in data collection on film. The first step is done by watching the film entitled *Charlie and the Chocolate Factory* which is directed by Tim Burton several times. Second, after watching the film, the researcher took some notes and gathered the data which included event that reflected the inferiority factors and striving for superiority complex in the film. Third, the researcher re-watched the film, to check and take some data that may have missed. The last step in data collection is, the researcher did the re-checked the data that has been gathered before.

According to Ellen Taylor-Powell and Marcus Renner, there are five steps to analyze the data. Step 1, the researcher has to get to know more about the data, so the researcher should watch *Charlie and the Chocolate Factory* repeatedly to understand the story of the film. Step 2, focuses on analyzing and reviewing the key questions about the inferiority complex and superiority complex. Step 3, after watching and re-watching, this time for the researcher to categorize information such as actions, dialogues, and other character's narrations that depicted in clip scenes that related to inferiority feeling in Willy Wonka's character and Willy Wonka's process of striving for superiority with the Adlerian strategies stages. Step 4, after categorizing it, it is time to identify all the patterns and connections between the highlight events in the film with Adler's theory and Adlerian strategies. The last, step 5, interpretation and bringing it all together, link every single data that related and used Alfred Adler's theory concept that used in this research to find what are the factors that influence the feeling of inferiority appearing in Willy Wonka's character and how does Willy Wonka's character strive for superiority (2-5).

In this study, the researcher used data triangulation to avoid missing or lacks the data and to intensify the validity of the analysis. There are two data sources: first, the adaptation film entitled *Charlie and the Chocolate Factory* by Tim Burton as the main source; second, the original book *Charlie and the Chocolate Factory* by Roald Dahl. These data sources are used in order to make a comparison between the original book and the film as the adaptation version. Because the researcher wants to analyze in detail to avoid missing or lacks the data, so the validity of the data is more trustworthy.

D. FINDINGS AND DISCUSSION

1. Inferiority Complex

Before the researcher explains the factors that influence the inferiority feeling appearing in Willy Wonka's character, the researcher would show actions that Willy Wonka experienced an inferiority complex when he was a child. (1) Willy Wonka and his friends are celebrating Halloween together, by carrying out the Halloween tradition from house to house to ask for candy and chocolate. In this part, there is no clear representation of Willy's inferior feeling, but from this scene we can see that Willy and his friends get the same amount of candy and chocolate. (2) Willy feels pressured by his father's actions that are very strict towards Willy. It makes Willy feels even more inferior because he thinks that his friends who in the previous part also get candy and chocolate from the Halloween celebration are free to consume sweet foods without having to prohibit by their parents. (3) Willy decided to leave his house to pursue his dream to become a chocolate maker, but he decided to cancel it and return home. However, Willy did not find his home and his father again. Because of that, Willy felt that his father had left him alone. The next trigger is Willy thinking that his friends still live with their parents, are not left alone by their parents and are given enough love. Because of this comparison, Willy feels he does not have anyone anymore, he feels even more inferior to himself, feels sad and lonely, and it causes a deep trauma for him.

a. Lifestyle

In this part, the researcher only included action that showed Willy's lifestyle which triggered feelings of inferiority in him, because, in the film, no dialogue was shown during this event and was only explained through pieces of scenes. A lifestyle in which Willy Wonka often feels neglected, gets a lack of attention and affection from his father makes him feels that only sweet food is an escape from all his sadness. Then because of his father's strict prohibition against consuming chocolate and because Willy compared himself to his friends who could easily consume chocolate, Willy ended up eating chocolate and candy almost every day of his life.

b. Parenting Patterns

The strict parent factor in the parenting style of Wilbur Wonka affects Willy's growth and development, explained by the data below:

Wilbur Wonka : Now let's see what the damage is this year, shall we? Caramels. **They'd get stuck in your braces, wouldn't they?** Lollipops. Ought to be called cavities on a stick. Then we have all this, all this chocolate. You know, just last week, I was reading in a very important medical journal, that some children are allergic to chocolate, makes their noses itch.

Wilbur who is too disciplined to Willy will have adverse effects on his psyche; Willy feels that he cannot channel his desire because he is under his father's strict rules. Willy also could not explore his favorite thing, namely his enthusiasm for sweet foods. This has led to feelings of inferiority in Willy because it was formed from his father's parenting style which was too strict and much disciplined in educating Willy Wonka and ignored his feelings.

c. Birth Orders

The birth order factor is also a suitable topic for action and conversation in this part, explained by the data below:

Wilbur Wonka : Candy is a waste of time. **No son of mine is going to be a chocolatier.**

Wilbur Wonka strictly forbade his son to become a chocolate maker. The reason Wilbur banned Willy was that he wanted the only son he had to have a profession that he thought would amaze others with the results of his work. Wilbur emphasized this point because Willy was the only child he could rely on. This emphasis made Willy feel inferior because he was required to obey his father's desire. Then Willy felt even more inferior because his father always underestimated him and never supported Willy's dream of becoming a chocolate maker.

2. Superiority Complex

In this study, the researcher analyzes how Willy Wonka strives for superiority from his inferiority feelings. This superiority complex is a strategy in which Willy Wonka struggles to achieve perfection and success. Before the researcher explains several stages of how Willy strive for superiority in his life, the researcher will show action and dialogue that to cover up his inferiority feeling, Willy turns into a superior person. Here is the explanation:

Puppets : Willy Wonka, Willy Wonka, **the amazing chocolatier**. Willy Wonka, Willy Wonka, everybody give a cheer! Hooray! **He's modest, clever, and so smart**. He barely can restrain it. With so much generosity, there is no way to contain it! To contain it, to contain, to contain, to contain! Hooray! Willy Wonka, Willy Wonka, he is the one that you are about to meet. Willy Wonka, Willy Wonka, **he is the genius who just can't be beat**. The magician and the chocolate wiz. The best darn guy who ever lived. Willy Wonka, here he is!

In fact, the song's lyrics really describe Willy, who can finally achieve success in his life. However, the way Willy conveyed it to his guests seemed to show off and wanted to be respected. This leads to excessive superiority. People who have excessive superiority will have an excessive opinion about themselves, have high self-worth, and pay full attention to their appearance because they have succeeded to cover up the inferiority feelings. In short, excessive superiority can occur because Willy has experienced the failures he experienced in the past, so he is now too excited to show his success.

a. Creative-Self

Grandpa Joe said that Willy was someone who had high creativity. Willy Wonka deliberately designed the concept of his product as creative as possible, to attract buyers to buy his product. Below is data about the creative-self strategy that exists in Willy Wonka's character:

Grandpa Joe : **The man was genius**. Did you know he invented a new way of making chocolate ice cream so that it stays cold for hours without a freezer? You can even leave it in the sun on a hot day, and it won't go runny.

Based on the data above, it can be said that Willy Wonka put a lot of efforts to achieve superiority; Willy Wonka has succeeded in becoming someone more creative than before. Because of the encouragement from his unpleasant childhood

and always underestimated by his father, Willy also succeeded in proving that he could achieve success by being creative in creating products.

b. Social Interest

This social interest strategy has been realized in this part. Willy Wonka uses posters, newspapers, and television news to spread to the public that his factory will reopen after being closed for a long time. But only with a golden ticket is the entrance to the factory. Below is data that contain social interest strategy:

Wonka's voice : Dear people of the world, **I, Willy Wonka have decided to allow five children to visit my factory this year.** In addition, one of these children shall receive a special prize beyond anything you could ever imagine.

This is also Willy Wonka's chocolate sales marketing tactic. Having been closed for a long time, Willy wanted to surprise the public in a way that was unique and distinctive of him. People, who are enthusiastic about the reopening of Willy's chocolate factory, are willing to buy chocolate to get the golden ticket. It can be said that Willy Wonka strives to achieve his superiority after experiencing many trust issues in life through social interaction with the wider community through media that directly connects to the community to convey his aims and objectives.

c. Confidence

This part shows that Willy Wonka is indirectly boasting about his chocolate factory to his guests. Below is data about the confidence strategy that exists in Willy Wonka's character:

Willy Wonka : Every drop of the river is hot, melted chocolate of the finest quality. The waterfall is most important, mixes the chocolate, churns it up, makes it light and frothy. **By the way, no other factory in the world mixes its chocolate by waterfall, my dear children.** And you can take to the bank.

Being very proud of the results of his hard work, Willy Wonka can be said to have succeeded in achieving superiority by passing through the stages of a high self-confidence strategy. In the process of developing self-confidence, Willy Wonka continues to use his feelings of inferiority as motivation for success.

d. Ambitious

Willy Wonka's inferiority complex is slowly starting to fade; the feeling of inferiority is replaced by a feeling of confidence and high ambition in achieving success. The following is a data that shows Willy Wonka's ambition in managing his chocolate factory:

Willy Wonka : **I went to Loompaland looking for exotic new flavors for candy.** Instead I found the Oompa-Loompas.

Willy Wonka's ambition in maintaining the unique taste of his chocolate products made him willing to explore the forest looking for new flavor recipe ingredients for his candy products because Willy is very ambitious so that the taste of his sweet food products cannot be matched by other sellers.

e. Striving for Superiority

Below is a brief overview of Willy Wonka's struggling process from the start of his business career until he achieved success and life goals:

- Grandpa Joe : **Willy Wonka began with a single store on Cherry Street.** But the whole world wanted his candy.
- Grandpa Joe : Before long, he decided to build a proper chocolate factory. **The largest chocolate factory in history**, fifty times as big as any other.

In the two data above, it can be said that Willy Wonka's struggle to achieve success has finally materialized. Willy started his business just from a single store on the corner, producing and making chocolate and various candies with homemade recipes. His struggle in achieving success to prove to his father who used to underestimate him made him rise to continue learning, always optimistic, not complaining much, and always confident is a new principle in his life. Therefore the feeling of inferiority that existed in him before slowly began to disappear, replaced by a sense of superiority that made him as successful as now. The result of his hard work is that Willy is finally able to build the largest chocolate factory in history and the largest in the world.

Based on the findings above, Willy Wonka's character in *Charlie and the Chocolate Factory* film is identified as experiencing an inferiority complex due to an unpleasant childhood as well as being identified as successful in achieving superiority complex through several stages of the Adlerian strategy. Below are discussions about the role of Adler's theory as a reference theory for analyzing Willy Wonka's character.

Adler's concept of an inferiority complex is a form of deficiency in a person after experiencing an event that makes them unable to do anything. The inferiority complex of Willy Wonka's character is seen from the factors that influence it. These factors are lifestyle, parenting patterns, and birth orders. It can be concluded that Willy's neglected lifestyle, his father's strict parenting pattern and never supports Willy to achieve his goals, also because Willy was the only son he had, so his father always restricted him from doing whatever he wanted to do makes Willy in an inferior state. The feeling of Willy's inferiority was further increased when Willy saw his friends freely eating chocolate without being forbidden by their parents and their lives were filled with abundant love and care from their parents. Therefore, this feeling of inferiority makes Willy become a quieter person and does not want to interact with many people or his peers.

However, behind the impact of the factors that influences the inferior situation above. Willy Wonka slowly and gradually reaches the superiority complex in his life with self-struggle according to Adlerian strategies. To achieve superiority, someone must go through the stages of Adlerian strategies that have been made by Adler as a form of solution to overcome someone's inferiority. Adlerian strategies used by Willy Wonka to achieve superiority are creative-self, social interest, confidence, ambition, and striving for superiority. It can be concluded that with his creativity, Willy creates a lot of unusual candy and chocolate. With social interest, Willy can attract customers to buy continuously his products. With the confidence and his ambition in creating innovations, he succeeds to build to overcome his feelings of inferiority. Until after some time, Willy finally succeeds to strive for superiority with Adlerian strategies stages. He succeeds to prove that he was also capable of achieving perfection and success in his life.

Based on the discussion above, the conclusion that can be drawn is that Adler made the stages as a solution to leave the inferiority, however with the aim not to compete with each other for higher success, but as an effort so that each individual can fight according to their respective abilities to achieve perfection and success. These stages are referred to as the Adlerian strategy which Adler refers to as an effort to achieve superiority in life. In this film, Willy successfully overcomes this inferiority state with thorough effort and hard work of his struggle to achieve superiority to get successful results from the realization of his life goals. Willy Wonka's character successfully represents an inferiority and superiority complex supported by Adlerian strategies from the theory of individual personality by Alfred Adler.

E. CONCLUSIONS

Based on research questions consisting of the factors that trigger the appearance of an inferiority complex in Willy Wonka's character and the way Willy Wonka's character reaches perfection and strives for superiority in his life, the researcher concluded that there was a representation of Adlerian strategies in Willy Wonka's character. Willy Wonka's inferiority arises because of the factors namely neglected lifestyle, strict parenting pattern and birth orders.

As time went by to overcome and neutralize his inferiority and personality, Willy finally chose to strive for superiority by developing creative-self, ambitious in pursuing a career in his sweet food business, confident that he could do the best for his chocolate factory, expanding his marketing strategies to attract people to buying, until finally, he can achieve success in his life.

WORKS CITED

- Adler, Alfred. *The Science of Living (Psychology Revivals)*. Routledge, 2013.
- Adler, Alfred. *Understanding Human Nature (Psychology Revivals)*. Routledge, 2013.
- Adler, Alfred. *Understanding Life: An Introduction To The Psychology Of Alfred Adler*. Oneworld Publications, 1997.
- Alethia, Marsha. *Parent-Child Relationship between Charlie and Willy Wonka in Different Family Structures on Charlie and the Chocolate Factory (2005)*. Depok: University of Indonesia, 2014.
- Alfred Adler Theory Application. *Adler Graduate School*. 1967.
- Alwisol. *Psikologi Kepribadian*. Malang: UMM Press, 2004.
- Ansbacher, Heinz L. *Individual Psychology: The Adlerian and Jungian Schools*. Basic Books, 1974.
- Aquino, J. *Science Fiction as Literature*. Washington D.C: National Education Association, 1976.
- Bennet, A and Royle N. *An Introduction to Literature, Criticism and Theory*. Edinburgh: Pearson Education, 2004.
- Boeree, C. George. *Personality Theories: Alfred Adler*, 2006.
- Bryman, Allan. *Encyclopedia of Social Science Research Methods: Triangulation*. Thousand Oaks: SAGE Publications, 2004.
- Dastmard, Farzaneh, Tooran Razmjoo and Veli Salehi. *The Relationship between Psychology and Literature*, 2012.

- Denzin, Norman K, and Yvonna S. Lincoln. *The Sage Handbook of Qualitative Research: Third Edition*. Thousand Oaks: SAGE Publications, 2005.
- Emir, Badegul Can. *Literature and Psychology in the Context of the Interaction of Social Sciences*. Khazar Journal of Humanities and Social Sciences, 2016.
- Endraswara, Suwardi. *Metodologi Penelitian Sastra: Epistemologi, Model, Teori, dan Aplikasi*. Yogyakarta: Media Presindo, 2008.
- Flick, Uwe. *An Introduction to Qualitative Research Four Edition Sage*. Great Britain: Ashford Colour Press Ltd, 2009.
- Hall, Calvin S. *Freud*. Jakarta: Delaprasstasa, 1995.
- Hall, Calvin Springer and Gardner Lindzey. *Theories of Personality*. Wiley, 1978.
- Izzaturrohmah, Luthfiana. *Understanding Johnny Cade's Life in Hinton's The Outsiders*. Yogyakarta: State Islamic University Sunan Kalijaga, 2015.
- Kennedy, X. J and Dana Gioia. *Literature: An Introduction to Fiction, Poetry, and Drama*. New York: Harper Collins, 1995.
- Klarer, Mario. *An Introduction to Literary Studies*. London and New York: Routledge, 1999.
- Minderop, Albertine. *Psikologi Sastra: Karya Sastra, Metode, dan Contoh Kasus*. Jakarta: Yayasan Pustaka Obor Indonesia, 2010.
- Nakazaki, C. *Character and Characterization Notes*. Wikizaki Wiki Spaces, 2006.
- Pope, R. *Creativity: Theory, History, Practice*. New York: Routledge, 2005.
- Pramono, Haekal Hendro. *Striving For Superiority Shown By Aibeleen In The Movie The Help*. Malang: Universitas Brawijaya, 2013.
- Reaske, C. R. *How to Analyze the Drama*. New York: Monarch Press, 1996.
- Schultz, Duane P and Sydney Ellen Schultz. *Teori Kepribadian*. Jakarta: EGC, 2015.
- Stangor, Charles. *Introduction to Psychology*. Boston: Flat World Knowledge, L.L.C, 2010.
- Taylor-Powell, Ellen and Marcus Renner. *Analyzing Qualitative Data*. Madison: Cooperative Extension Publishing Operations, 2003.
- Wellek, Rene and Austin Warren. *Theory of Literature*. USA: Penguin University Books, 1976.