



A JUNGIAN ANALYSIS OF NAPOLEON'S SHADOW AND PERSONA IN GEORGE ORWELL'S ANIMAL FARM

Presented as a partial fulfilment of the requirement for the Bachelor Degree

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STATEMENT OF AUTHENTICITY

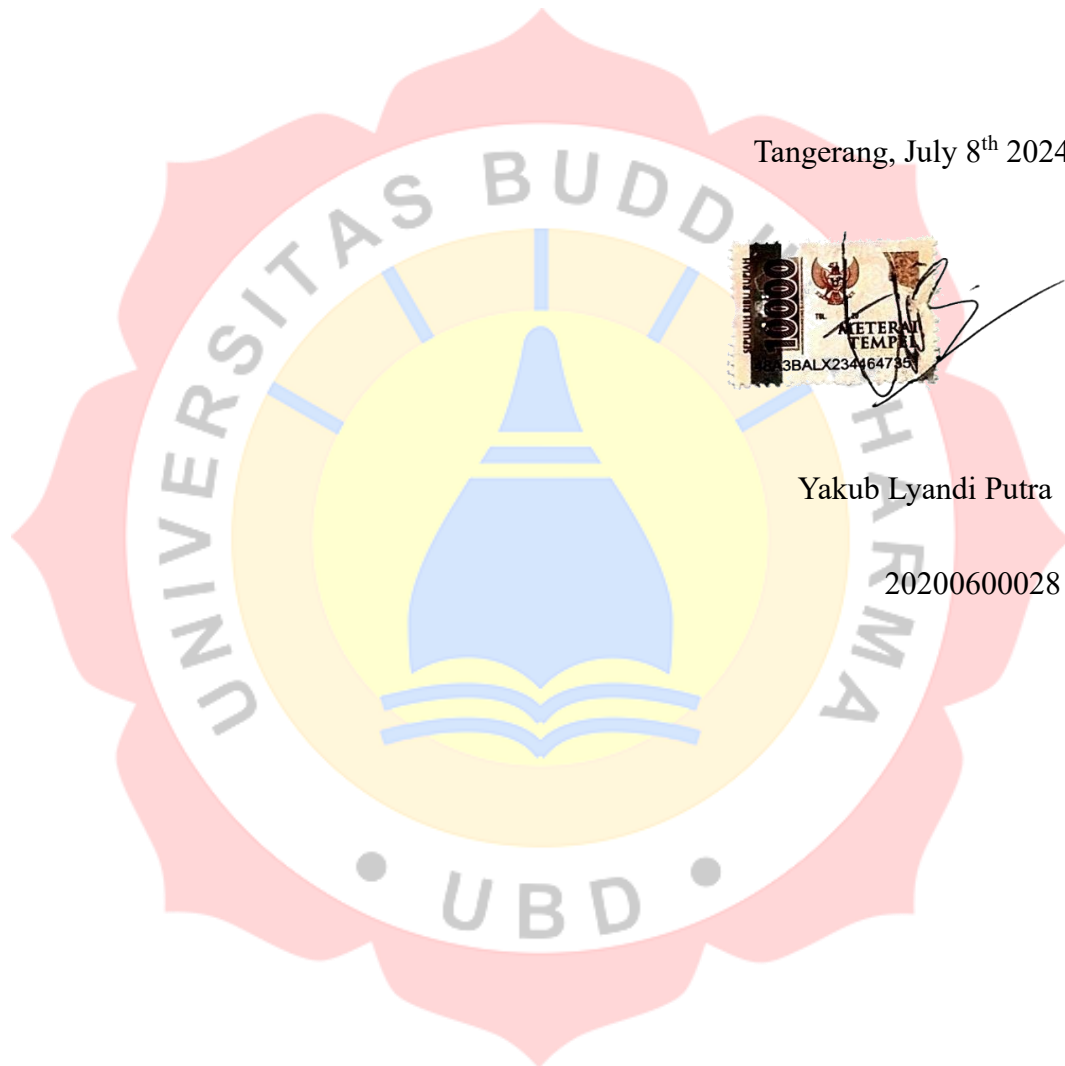
I declare that this thesis is my own writing, and it is true and correct that I did not take any scholarly ideas or work from other dishonestly. That all cited works were quoted in accordance with the ethical code academic writing.

Tangerang, July 8th 2024



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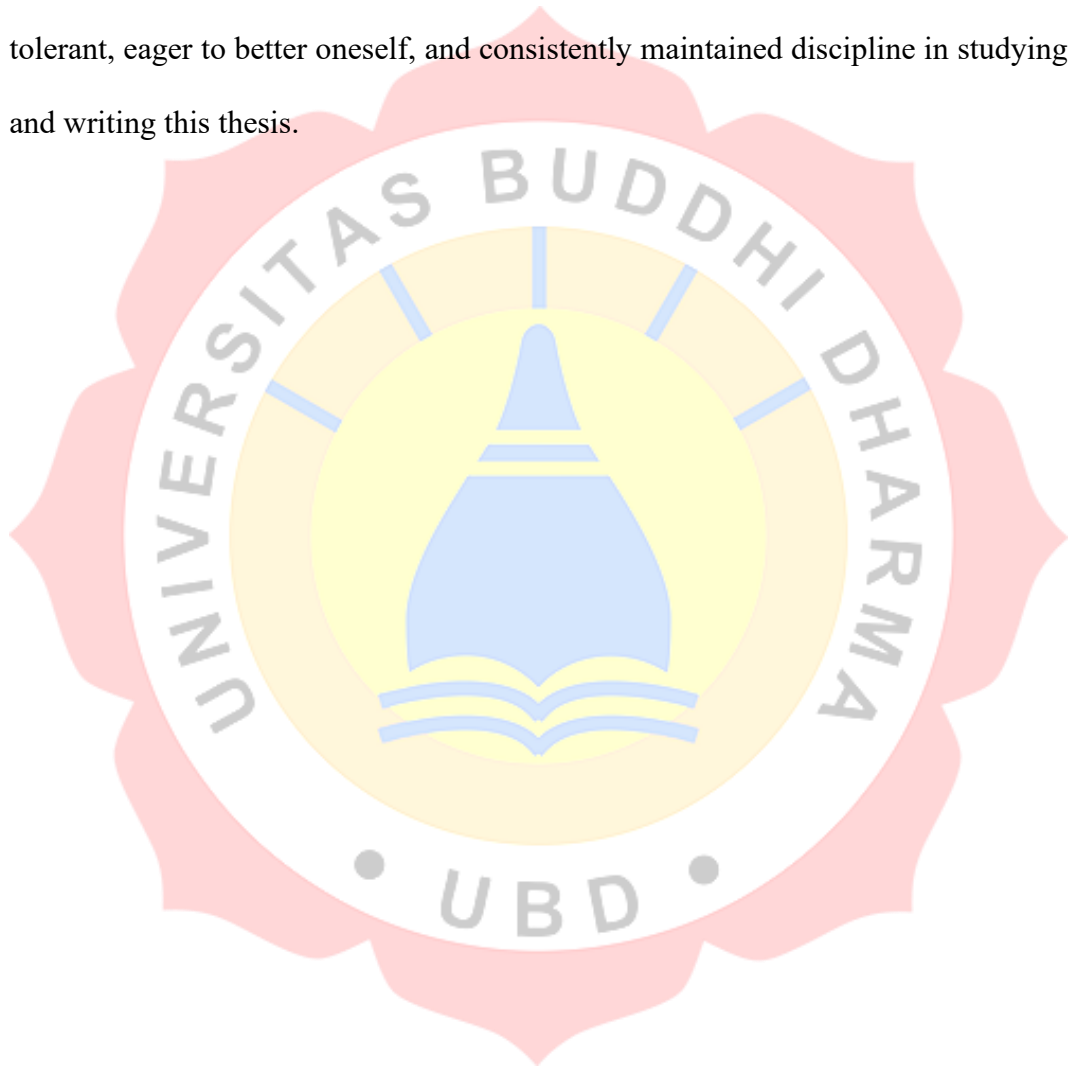
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ABSTRACT

This research explores the psychological underpinnings of Napoleon, one of the characters in George Orwell's *Animal Farm*. Using a Jungian psychoanalytic approach, the study investigates the interplay between Napoleon's personality of shadow and persona. The research aims to understand how these psychological constructs are portrayed in the novel and the impact of the narrative's plot development. Through a descriptive qualitative analysis, the novel acts as a source of primary data in the form of dialogues, statements, and descriptions. Meanwhile, secondary data was sourced from books, e-books, articles, and websites. Data was analyzed with the thematic data analysis method presented in the form of narrative text, opinions, and ideas in order to understand the concept of shadow and persona. The research found that Napoleon's shadow personality emerged as a manifestation of his underlying motives, characterized by hypocrisy, cunning, ruthlessness, insecurities, and manipulation. Conversely, his persona is presented as visionary, responsible, infallible, benevolent, and full of potential. The study reveals the significant impact of Napoleon's shadow and persona on the other animals on the farm. The two aspects of his personality lead to the division of idealism, loss of freedom, and manipulation of Farm's history. These findings contribute to a deeper understanding of the novel's theme and the psychological dynamics at play in totalitarian regimes.

Keywords: *Shadow, Persona, Animal Farm*

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CHAPTER I

INTRODUCTION

1.1 Background

Literary works play a significant role for many individuals in the world regardless on how people live or how they shape themselves as human beings. It can be introduced in many forms of fictional works, such as short stories, novels, and dramas, yet literature has a sufficient relationship between society and individuals. Literature reflected the imaginative side of human beings through language as argue with William Henry Hudson in his book *An Introduction To The Study of Literature* :

“Literature is the vital record of what men have seen in life, what they experienced, what they have thought and felt about those aspect of it which have the most immediate and enduring interest for all of us. It is thus fundamentally and expression our life through the medium of language” (10).

Addition with that, to Klarer defines literature as the entirety of written expression, including additional adjectives such as “aesthetic” or “artistic” to make it differ from any common written text (1)

One type of literary works is a novel. Novel is a type of extended prose fiction, that makes use of characters, plot, theme and setting to pass across its message (Nnyagu et al. 78). It is one of a kind of written work that has so many varieties and still goes through the ages. Bakhtin stated that novel genre is capable to develop much of what other form might cannot, including an ability to engage with contemporary reality, and also pointing his argument about its adaptive characteristic with cultural, historical and aesthetic circumstances (Pugh and Johnson 146). Speaking from those definition, novels are capable to become a

source of fictional work that can be enjoyed and also remain relevant with their capability to various kind of social circumstances, which also put their own characteristics in places. It keeps inventing itself in exciting ways possible, might by its genres, issue, plot, and also its value branched in social context.

Literature has long been used to explore authors creative mind. The authors use their knowledge of psychology to create believable and relatable characters and develop storylines. Psychology can illuminate the creative process, which through the habits of the authors in revisiting and rewriting with varied composition. Psychology also has a profound influence in the literary works. It showed us a real-life phenomenon or even tried to embrace the embodiment of social life in various terms (Wellek and Warren 85-86). In addition with that, According to Wellek and Warren, “psychology of literature is a study of individual psychology, creative process, psychological types within works of literature and its effect upon its reader” (75).

Personality is also part of psychology, which refers to how people are individually different due to many influences and psychological forces. In addition with that, personality act as a person’s uniqueness in terms of thinking, emotions, and behavior (Coon and Mitterer 389). We can barely argue that literary works capable of being a product of psychological insight, in which explore characters' motivations, thoughts, emotions, and how these aspects influence their behavior. Personality has an important role to differentiating one individual from another and to predict how people will behave in different situations.

As those definitions stated about the relation between psychology and literature, seemingly that literature has a particular process of internal psyche, which the author tried to deliver to the reader based on the character that served their uniqueness in the literature. It generates ideas about the working and structure of the human psyche, which creates a common ground between literature and human world (Çakırtaş 10). Means that while psychoanalysis can provide conceptual guidance, literary texts or the analysis of literary texts may be able to provide the lexical resources or conceptual toolbox for psychoanalytic theory. The effect of this process might indirectly be felt by the reader by providing a deeper understanding of the characters, themes, and symbols. By exploring the unconscious mind, readers can gain a richer and more meaningful experience from the text.

The researcher used a novel with the title “Animal Farm” in this research because it allegorizes the 1917 Russian Revolution, when the tsarist autocracy was pushed out and the Bolsheviks came into power, and the revolution's incremental betrayal of its supporters under dictator Joseph Stalin according to publication published by *gale.com* in 2015 Animal Farm Themes, Symbolism, Characters & Literary Devices, as well as the theme itself of power corruption within society. The power corruption may appeared as a results of oppression towards other animals regarding of resources and power abuse (Kadhim Abass et al.). Besides of those, this novel can be analyzed by exploring its psychological concept of certain character related with. As the novel’s theme itself points to interpersonal power dynamics, a psychoanalytic approach can be used to provide a nuanced exploration of the contents inside the minds of tyrannical figure.

“Animal Farm” by George Orwell (1945) is a novel about a farm where animals seize power and run the show. The animals become tired of Farmer Jones and decide to kick him out. After overthrowing Jones, life on the farm improves for a period with optimism for reduced labor, improved education, and increased food availability. Nevertheless, problems start to occur when the pigs, Napoleon and Snowball, compete for the affection and support of the other animals living on the farm. Napoleon takes control through force and proceeds to exploit the animals in the same way Farmer Jones did.

This research focused on the analysis of psychological aspects reflected in the novel. Besides, the object of this research which is the character named Napoleon. *Animal Farm* novel is considered as one of the best classic English novels according to BBC’s *The 100 greatest British novels* in 2015 (Ciabattari) and arguing with the researcher's personal opinion for some aspects such as the story that still remains relevant today, well-delivered allegory, memorable character, and powerful message.

1.2 Statement of the Problem

Based on the background study and information above, this research will be focused on the Napoleon’s personality of shadow and persona. Also as mentioned slightly before, this novel is basically an allegory to Russian revolution and criticizes of totalitarianism regime. Somehow, it used as an anticommunist propaganda, even funded and promoted for its foreign-language edition by IRD (The Information Research Department) during the cold war (Gerth 95). The allegory in *Animal Farm* novel can be seen as representing aspects of Jung’s theory

of shadow and persona, for example Napoleon allegorizes the dictatorship leader, who shift from idealistics leaders persona to power-hungry shadows figure. Napoleon itself is the portrayal of Joseph Stalin and act as the authoritarian leader (Hasan et al.). The researcher will focus on Napoleon's personality based on Jungian archetypes, specifically *the shadow* and *the persona*.

1.3 Research Question

In order to focus on what the researcher wants to analyze according to the background and focus of the study, there are questions that are related to the research:

1. How does the shadow and the persona reflected on Napoleon in *Animal Farm* novel?
2. What impact did Napoleon's dual personality have on the plot of the story?

1.4 Goal and Function

The goals of this research are to obtain information about the depiction of the shadow and the persona portrayed by Napoleon in the *Animal Farm* novel. Moreover, knowing the impact of Napoleon's personality on the animal delivers general information related to author's purpose. Specifically, able to give an explanation and acquire the answers to the research questions related to the psychological problem in literary works.

The function of this research is to analyzed the shadow and the persona potrayed on Napoleon in *Animal Farm* novel in order to provide reliable information related to psychological analysis, especially in this case a study of personality. For further benefit, this research is able to be reading material that can

provide guidelines for readers, fellow students, or other researchers who attempt to explore the function or relationship between psychoanalysis and literary studies.

1.5 Scope and Limitation

The areas of this research encompasses on Napoleon in Orwell's Animal Farm novel. The theory of shadow and persona archetypes is utilized to analyzed his psychological aspect as an authoritarian leader.

The limitation of this study will only cover discussions regarding Jung's shadow and persona, excluding any other psychological theories or concepts related, such as *Anima/animus* and the *self* are excluded to prevent any off-topic discussion. The main topic of the conversation is the shadow and the persona of Napoleon, with a discussion on the psychological analysis of literary works as well.

1.6 Conceptual framework

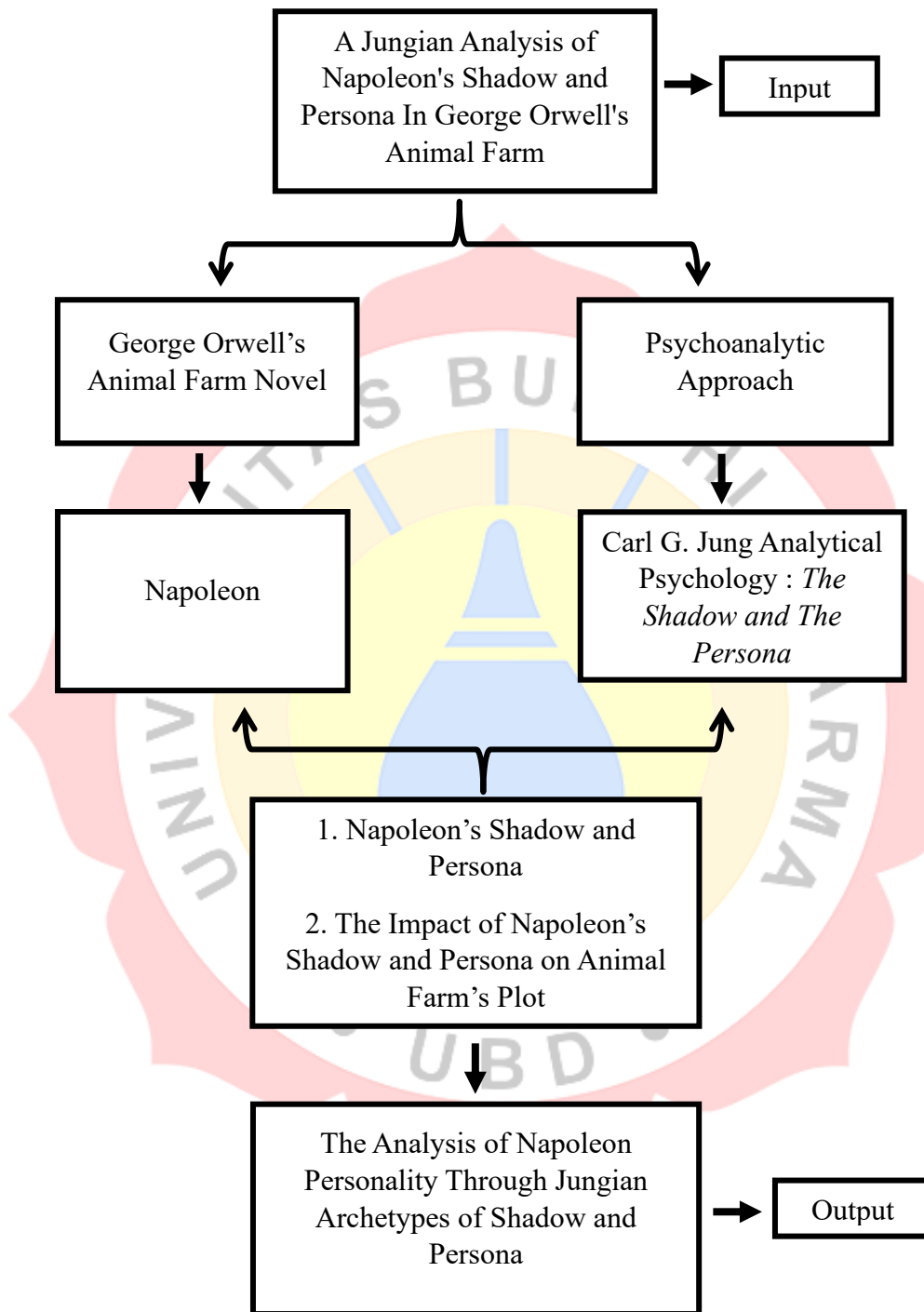
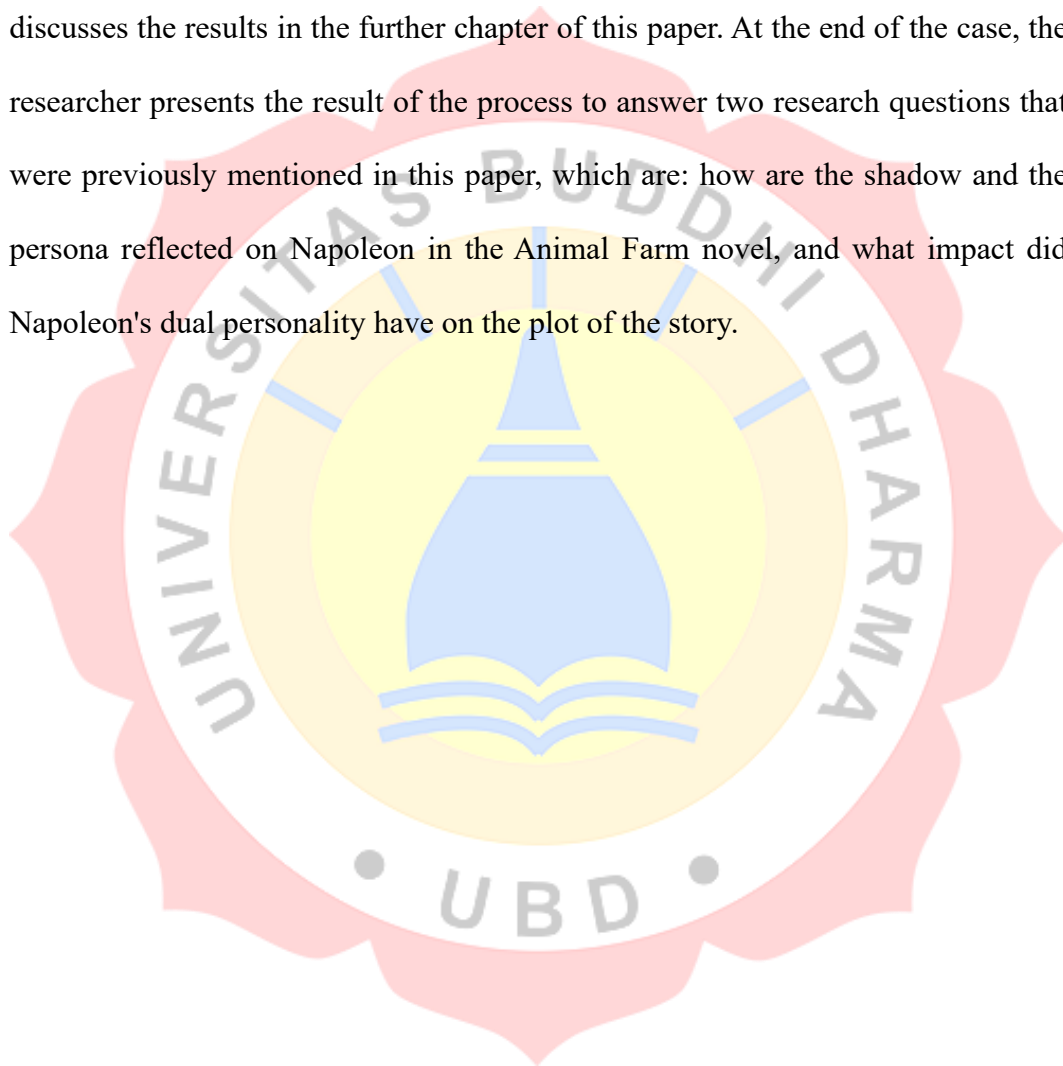


Figure 1.1 Conceptual Framework

The conceptual framework shows that the researcher used the *Animal Farm* novel (2008) as an object and source of data for this research. The data will be analyzed using a psychoanalytic approach. Continually, the researcher uses Carl G. Jung's analytical psychology, specifically about *shadow* and *persona*. Through this theory, the researcher will find the shadow and persona of Napoleon. The researcher discusses the results in the further chapter of this paper. At the end of the case, the researcher presents the result of the process to answer two research questions that were previously mentioned in this paper, which are: how are the shadow and the persona reflected on Napoleon in the *Animal Farm* novel, and what impact did Napoleon's dual personality have on the plot of the story.



CHAPTER II

THEORETICAL BACKGROUND

2.1 Previous Study

Before the topic is carried out the research, the researcher would like to have an overview of previous research, in order to acquire a necessary information and reliable resources also relatable references on the same issue and topic.

Thesis of Asilah (2023), a student of English Literature Study Program, Faculty of Languages and Communication Science, Sultan Agung Islamic University Semarang with the title “The Similarity of Persona and Shadow of Father and Son-In-Law Reflected in It End With Us Novel”. This study focuses on persona and shadow reflected on the supporting characters in the novel, and also analyzes the similarity of persona and shadow between father and son-in-law. Carl Jung personality theory of persona and shadow are applied in this study. The results of study found that Father and Ryle shows their persona as figures who are loved and admired by society around them. However, they have a similar dark side, shown in the form of jealousy and angry with their partner.

Thesis of Bilqisthy (2023), a student of English Literature Study Program, Faculty of Languages and Communication Science, Sultan Agung Islamic University Semarang with the title “Jung's Archetypes of Persona and Shadow Reflected on Ingrid Goes West (2017) film”. This study aimed to find out how persona and shadow reflected on Ingrid using Jung’s analytical psychology in archetypes. The result of this study concluded that the Personas that were shown by Ingrid were that she always tried to be a helper, easy going, and tried to control her

worries. On the other side, the Shadows shown by Ingrid were that she was disappointed, annoyed, and unable to control her emotions when facing her life with shame.

Thesis of Hanif Rasyid (2022), a student of English Literature Department, Faculty of Humanities, Universitas Negeri Maulana Malik Ibrahim Malang with the title “Finley's Shadow and Persona in Claire Legrand's *Some Kind of Happiness*”. The goal of this research is to investigate the shadow and persona of Finley Hart in the *Kind of Happiness* novel using Jung's psychoanalytic theory of shadow and persona. As the results of this study shows that the shadow Finley's experienced always related to her parent's divorce such as pain, sadness and uneasiness. Finley also responses with either physically and emotionally. The persona is shown by three different persona which are writer persona, orphan girl, and queen persona.

Thesis of Irsyadulumam (2022), a student of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang with the title “The Persona and Shadow of The Main Character In Andy Weir's *The Martian* and Suzanne Collins' *The Hunger Games*”. This research examines two novels as subjects through the persona and shadow theory. Instead of covering all aspects of the novel, this study will focus solely on the persona and shadow of the two main characters. This research applies Carl Jung's theory of archetypes. This research found that Mark Watney's persona shown by his positivity and the shadow of him are shown by the results of disappointment. For Katniss, her persona comes as she urges to protect her family and friends. On the other side, her shadow reside on her deepest disappointment through the survival circumstances.

Thesis of Aisyah (2022), a student of English Literature Study Program, Faculty of Languages and Communication Science, Sultan Agung Islamic University Semarang with the title “Persona and Shadow Potrayed By Maleficent In Robert Stromberg’s Maleficent Film”. This study concludes the persona and the shadow depicted in Maleficent’s character by applying analytical psychology by Carl Jung. In this study, Maleficent persona are shown by her caring attitude towards Aurora. For her Shadow side, Maleficent willingly to turn into an evil figure because of betrayal.

The similarity between five previous studies mentioned above and the researcher has done was to analyze the persona and the shadow in certain characters and utilize the same method of qualitative approach. Those five studies mentioned above use the Jungian archetypes of the shadow and the persona. Despite utilizing the same psychological theory, the difference lies in the research object that is employed in carrying out the study. The research focused on utilizing *Animal Farm* novel and the character Napoleon as the subjects of study.

Then we got previous studies related to the *Animal Farm* novel:

Research articles by Putra and Rahman (2024), with research title “Dark Triad Personality Identification on Napoleon: An Analysis of “Animal Farm”, Novel by George Orwell”, This paper discusses the manifestation of Dark Triad Personality on Napoleon character in George Orwell’s *Animal Farm* novel. Applying qualitative research method, the findings showed that first is Narcissism, portrayed by his tendency to be a self-centered persona in every situation possible. The second is Machiavellianism, these traits portrayed by utilizes his position as an

authoritarian leader in order to get absolute control and committed propaganda to gain advantageous situation on the farm. The third is Psychopathy, shown by him in the form of violence and subtle slavery on the farm.

Research articles by Mrdinata et al. (2023), with research title “An analysis of Napoleon’s character using psychological approach as seen on George Orwell’s Animal Farm”, This research discusses the description of Napoleon’s character in Animal Farm novel written by George Orwell. Using descriptive qualitative research, the results of this study found that Napoleon abusive and thirst for power makes him far more superior than other animals in the farm, which gain his absolute power in the Animal Farm.

Research articles by Huifang and Chenglian (2021), with the title “An Analysis of Napoleon’s Tripartite Personality in Animal Farm from the Perspective of Psychoanalysis”. This research will analyze Napoleon’s characteristics through tripartite personality theory. From this research it can be concluded with three aspects, first his id characterized by selfish and hypocritical, his ego characterized by self-willed and intelligent, and his superego is morally bankrupt.

Contrast with the previous studies related to the shadow and the persona, this study explores the idea of Napoleon who acts as an authoritarian leader. While using the same novel and subject matter, three previous studies utilized a different psychological theory approach compared to the one employed in this research. This research examines the application of Carl G. Jung's theory of *shadow* and *persona*.

2.2 Literature

Literature consists of written works. It is also commonly used to refer to the art of writing, especially when it comes to prose, novels, plays, and poetry. In the past few hundred years, the definition has broadened to encompass oral literature, or orature, a lot of which has been written down. Literature serves as a way to document, safeguard, and communicate knowledge. It provides enjoyment and can serve social, psychological, spiritual, or political functions.

Literature might purposely written with the intention of creating a certain aesthetic experience for the reader, and manage language, form, and content in creative and expressive ways. On the other hand, any other kind of written works may be written for a variety of purposes and may use language in a more straightforward and literal way. Roman Jakobson describe literature as “organized violence committed on ordinary speech”, It systemically deviates and transforms the ordinary language into something more peculiar (Eagelton 2)

Nevertheless, as part of social culture, literary works represent any possible social elements which make it more relatable to many parties in social spectrum. Literature is a social institution that uses language as a medium; language is a creation of society. Literature displays a picture of life and life is nothing but a social reality (Damono 3). By definition above, literary works and society are one whole part that cannot be separated because they are reflected in the way of life and also attached to each other.

2.2.1 Psychology in Literature

Psychology somehow creates a link to psychoanalysis in literature. In literary criticism, it uses the psychoanalysis techniques to interpret the literature (Barry 87). It emerges from Freud's awareness to the problematic nature of language, which its multi-dimensional literal meaning and he tends to apply his models of dream interpretation to literary texts (Habib 572). Later Freud develops what we can call *The Tripartite Psyche* to divided human psyche into three parts, the id, ego, and superego in order to describe the conscious and unconscious mind (Dobie 57).

The author and the writing process are also subject to psychoanalytic approach with putting our view on the artistic value. Undoubtedly, there are instances where psychological knowledge seems to increase the value of art. According to Jung, the artwork is the result of the artist's psychological process of creation " In the case of the work of art we have to deal with a product of complicated psychic activities... In the case of the artist we must deal with the psychic apparatus itself " (Aras 253). In these situations, it supports crucial artistic principles like complexity and coherence.

However, other methods besides having a theoretical understanding of psychology can be used to deliver such an insight. Psychology, in the sense of a conscious and methodical theory of the mind and its operations, is not necessary for art and has no intrinsic value in terms of creativity (Wellek and Warren 88). Psychology and literature are theoretically related

to each other. For instance, psychological theories can be used to describe a character in the literary works to convey the personality of certain character.

2.3 Personality

If we discuss about personality, then indirectly we talked about a person as an individual. Human beings has a tendencies to size up other people. According to Pervin and Jhon, it represents those characteristics of the person that account for consistent patterns of feeling, thinking, and behaving (Jusuf 46). It is the distinct set of thoughts, feelings, and behaviors that distinguishes one individual from others. It is influenced by biology as well as the environment, and it remains relatively stable throughout life. In general, personality traits like these are stable qualities that a person shows in most situation (Coon and Mitterer 390). We also can talk about the idea of traits while talking about personality. Traits, which are enduring characteristics that influence how people think, feel, and behave, can be used to describe personality. Personality derives from the Latin word *persona*, which refers to mask used by an actor in a play. Perhaps we might conclude personality as our visible and external characteristics. It is a visible aspect of one's character. But more than that, it is also include an attribute of individual and various characteristics beyond superficial physical qualities (Schultz and Schultz 4)

2.4 Carl Gustav Jung Analytical Psychology

Developed by Carl Gustav Jung, this psychoanalysis is built different from orthodox psychoanalysis. Jung believed that we shaped by both our future and past, which not only the things that we experienced as a children, but also what we want to do in the future (Schultz and Schultz 82). Then it can be argued that it is all a

collection of experiences that we store as inherited experiences in our unconscious as a human being. Jung called this as the *collective unconscious*, which means it is part of universal, not only individual modes, which are more or less the same everywhere and in all individuals (1). Our primitive past influences our present behavior, that is why we can also consider it as an ancestral experiences. For instance we would be not inheriting a fear of darkness. Instead, we are born with the capacity and potential to be afraid of darkness.

2.4.1 Archetypes

Archetypes are the ancient experiences contained in the collective unconscious which are manifested by recurring themes or pattern (Schultz and Schultz 91). People will potentially have various archetypes. This could be appeared if an individual's experience intersects with images of the past within the individual. Archetypes are connected to symbols such as birth, death, energy, animals, evil and many simbollical things which caused us to respond emotionally (Coon and Mitterer 403). These symbols may appear in several forms such as dreams, art, religion, myths, and many interpretation that covered every culture and age.

However, in order to integrate archetypes pattern, it requires us to do dialectical procedure. Since it is relatively autonomous and cannot be integrated simply by rational means (Jung 59). It helps us to understand the underlying emotional or symbolic motives potrayed by psychic processes. There are several archetypes, but it was believed that there was no limit to the number that may exist due to diverse interpretations and it cannot be

observed directly. Jung's four major archetypes are: the persona, the shadow, the anima/animus, and the self (Cherry). The archetypes that will be discussed further in details related to this research are the shadow and the persona.

2.4.2 The Shadow

Shadow self refers to the unconscious part of the personality that contains all of the aspects of ourselves that we assume unacceptable or undesirable. This has the deepest roots of all archetypes, as it contains basic, primal animal instincts. It is considered by society as evil and immoral reside in the shadow (Schultz and Schultz 92).

According to that statement, every person has a tendency to feel anger, hatred, and jealousy, which must be hidden from the outside world. The shadow is a purely emotional aspect of our personality, that lies in opposition to the ego which in this case it is the job of the ego to repress the animal instincts enough to be considered civilized, while at the same time ensuring that they are sufficiently expressed to bring about creativity and power (Schultz and Schultz 92). These projections are very difficult, if not impossible, to dissolve, and they would lead to the negative side of the personality. The shadow is become a moral problem that seemingly challenge the ego-personality and it requires us to push the moral effort (Jung 8-9). Our animal instincts do not just disappear when they are suppressed. If the ego weakens, then it gains control. Then, we become dominated by our unconscious.

Rather than denying or trying to suppress our shadows, it is important to integrate them into our conscious personality. When we integrate our shadow, perhaps we will become whole individuals. In this way, it can become a reservoir of our untapped potential, rich in raw emotion, primal impulses and undervalued content. The highest morality, creativity and strength lies in it, also it is a diverse lot of insufficiently developed functions we accumulated through life (Bértholo 359). You will also be able to better understand and manage unconscious impulses and emotions. Jung describes that “The shadow is a living part of the personality and therefore wants to live with it in some form. It cannot be argued out of existence or rationalized into harmlessness” (44).

Shadow lies in human nature as a creature that lurking in the realm of the dark side of our personality. Put this shadow in an abandonment is not appropriate for long terms psychological placement. It can consume us and over time will take over by exposing unfavorable traits for further extent. For example, imagine a person who is perfectionist. They strive for flawlessness in everything. However, their unconscious shadow side might harbor feelings of inadequacy, fear of failure, and a desire to be lazy or careless.

2.4.3 The Persona

We shape our identities not just to align with our innate characteristics but also to meet the demands of our society and surroundings. This Latin word comes from the masks used by actors. A

mask, also known as a persona, is similar to our true self but is significantly shaped by external influences; in other words, persona is defined as a component of personality that people wish to display to the outside world. Perhaps we might describe it as something that binds us to society.

As Jung explained “The persona is a complicated system of relations between the individual consciousness and society, fittingly enough a kind of mask, designed on the one hand to make a definite impression upon others, and on the other, to conceal the true nature of the individual” (305)

Leaving a good impression while hiding the true nature of ourselves, this is a way that how people get accepted by the environment. It is part of the needs in order to socializing with everyone. Jung believed, there are so many roles and people we need to get along with, where persona is necessary enough to play its part in this matter (Schultz and Schultz 91). Although it is important and can be helpful, people must not let it slip. There is a potential it can be so harmful if we believe that is our true nature. The role that we intend to play, turns out into the role that we become to (Schultz and Schultz 91-92). Because basically, we construct our persona just as a necessity purpose, not to get identified by it. When this happens, the ego may begin to identify with the person rather than the person's true nature, leading to a condition known as personality inflation. According to Jung, he describes:

“If the ego identifies with the persona, the subject’s centre of gravity lies in the unconscious. It is then practically identical with the collective unconscious, because the whole personality is collective.

In these case there is a strong pull towards the unconscious and, at the same time, violent resistance to it on the part of consciousness because the destruction of conscious ideals is feared” (509) .

Persona is not something that should be a demanding tool that is used continuously just because the environment is able to openly tolerate or accept that appearance. If we identify too closely with our persona, we may prevent ourselves from consciousness and restrain ourselves to attaining the self-realization (Feist and Feist 107). Society’s expectations are not something we must depend on and must be aware of our true self in order to become psychologically healthy by balancing outside and inner forces (Feist and Feist 107). For example, a high school student who feels immense pressure to conform to societal expectations. They excel academically, participate in many all to meet the standards of their parents, teachers, and peers. However, deep down, they yearn to explore their artistic passions, then this persona which was initially just a mask, turns into a demand, and dependence on it.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Approach

In this research, the researcher used a descriptive qualitative method. This method is concerned with qualitative phenomenon, or something related to involving the quality or kind (Khotari 3). It is also important to aim at discovering the underlying motives and desires of human behavior. All the data used is descriptive data to provide the research. Descriptive research has a purpose is to describe the matter as it exists at present (Khotari 3). It relies on the collection of qualitative data such as nonnumerical data like words and pictures. Many fields and disciplines such as sociology, psychology, linguistics, educational research etc use the qualitative method more frequent in past decade (Miles and Huberman 1). By revealing several facts and examining them based on the data in the novel, since the source of information becomes a crucial part of analysis, the researcher prefers the qualitative method in this research.

The researcher also used psychoanalysis approach, namely Jungian archetypes. According to Hayes “People conduct a research in order to investigate whether a particular theory is true, and their findings are obtained in such a way that they can test the theory, to see how well it holds up in reality” (384). The researcher is certain that Jung’s analytical psychology provides a nuanced exploration and sufficient approach for this research.

3.2 Subject Matters

The subject of this research is to explore Napoleon's shadow and persona in the *Animal Farm* novel. Specifically, Napoleon's shadow and persona will be elaborated on as the subject of this research. In this novel, the farm is filled by two leading figures, namely Snowball and Napoleon. However, after various conflicts occurred, Napoleon became the sole leader of the farm. Napoleon's leadership and dictatorship through the animal farm led him to inflict his own two sides of his personality, which tend to be detrimental. This research is based on the whole text of the novel, which may support the analysis of Jungian theory.

3.3 Material

The primary research material is the *Animal Farm* novel written by George Orwell. Specifically, for this research In particular, for this study, the researcher uses the edition published in 2008 which consists of 95 pages. It is a satirical allegorical novella about a bunch of farm animals that revolt against their human farmer in order to establish an equitable and utopian society. Based on the genre, it depicts the Russian Revolution and the foundation of the Soviet Union under Joseph Stalin's dictatorship. First published in 1945 by Secker and Warburg. In order to gain more necessary information, the researcher explores information related to the novel's story through several sufficient and relevant sources, such as text books owned personally by the researcher, e-books in PDF format, journals, and articles that could provide additional information.

The following is primary data found from the novel in the form of quotations, narration, dialogue, and statements, which are categorized into two

main studies according to the research question, namely about the concept of shadow and persona portrayed by Napoleon's in *Animal Farm* novel. The researcher presents these data in the following table below (for more details see *Appendices*).

Category	In book pages	Total
Shadow	32, 33, 35, 36, 42, 47, 51, 57, 59, 66, 78, 81-82, 90.	13
Persona	31, 38-39, 39, 37, 41, 45, 83, 84, 48, 55, 62, 63, 80, 81.	14

Table 3.3 Shadow and Persona found in the novel

The table above shows dialogues and narration that contain the concept of *shadow* on pages 32, 33, 35, 36, 42, 47, 51, 57, 59, 66, 78, 81-82, 90. Meanwhile, the concepts of *persona* are found on pages 31, 38-39, 39, 37, 41, 45, 83, 84, 48, 55, 62, 63, 80, 81. There are twenty-seven data that researcher uses for analysis.

3.4 Procedure

The data that has been collected then continues into the analysis process so that it can answer research questions and obtain conclusions. In this research, thematic analysis is used for analyzing collected data within qualitative research. This method is aimed at identifying, analyzing, and reporting patterns (themes) within data. According to Braun and Clarkes (2006), there are six phases in analyzing the data, consisting of familiarization, generating initial codes, identifying themes, reviewing themes, defining and naming themes, and producing the report. Regarding the matter, it will be discussed further as follows:

1. Familiarization

In order to become more familiar with the data, reading and re-reading it is necessary as we search for meaning, patterns, and so on.

2. Generating initial codes

This is where to start categorizing and labeling interesting features of the data. Codes can be descriptive or analytic, focusing on concepts, patterns, or specific details, as well as describing where and how patterns appear.

3. Identifying Themes

All related codes are grouped together based on the same meaning or characteristics that accurately depict the data. Developing the exact mean themes is also important, even if they do not seem to fit.

4. Reviewing Themes

The themes are carefully revised to accurately reflect the data and possibly explore other options. It is important to establish which themes are internally consistent and clearly different from one another.

5. Defining and naming themes

The researcher needs to define the essence of what each theme is about and provide supporting evidence from the data. It is important to identify what is interesting about them and why.

6. Producing the report

Summarize your findings by presenting the identified themes and their significance.