

CHAPTER 2

RELATED STUDIES, REVIEW OF LITERATURE, AND THEORETICAL FRAMEWORK

2.1 Related Studies

Several previous studies have examined persona and shadow. However, there has been no research that discusses persona and shadow in the novel *Yellowface* (2023) by Rebecca F. Kuang. The writer uses these studies as references to understand the problem better, to compare, and to explore additional topics and related variables that have not been discussed in previous studies. Some other researchers are Nurani & Amelia (2023), Amalia Novitasari (2023), and Ying Wang (2019).

The first related study was a journal article by Nurani & Amelia (2023) from Universitas Teknokrat Indonesia entitled “Archetypal Analysis in *The School For Good And Evil* Novel by Soman Chainani”. This study aimed to find out the categories of character archetypes in the novel. The study used a qualitative descriptive approach. This study applies Carl Gustav Jung’s theory of archetypes to describe and analyze characters. The results of this analysis revealed four categories of archetypes in the novel: persona, shadow, animus, and hero, identified in three characters: Sophie, Agatha, and Tedros. Sophie showed her persona by trying to look beautiful like a princess to make Prince Tedros like her. She tried to change her appearance, focusing on her clothes, hair, and face. Her shadow felt

disappointed and angry because she had entered a school of evil, which looked scary, like a witch. She also felt jealous of her friend Agatha, hated the school's students for good, and wanted to destroy them. At the same time, Agatha shows her persona by learning to smile like a good person to cover up her origins from an evil school. Her analytical thinking and courage demonstrated Agatha's animus in the face of danger. Meanwhile, the hero, represented by the three characters, strove to save others.

The second related study was conducted by Novitasari (2023) from Universitas Pamulang with her thesis entitled "Persona and Shadow in *The Girl Next Door* Novel by Phoebe Morgan". This study aimed to analyze the archetypes, particularly the persona and shadow, in Phoebe Morgan's novel *The Girl Next Door*, with a focus on the main character, Jane Goodwin. The research used a descriptive qualitative approach. The writer examined Jane's personality and characterization using Carl Gustav Jung's archetype theory (1968), particularly the concepts of persona and shadow. The results showed how Jane's persona and shadow were represented and how they caused her anxiety, such as her frequent fear that her hidden secrets would be exposed and alienate her from her family. In this study, many of the personas Jane identified were always trying to appear good and caring towards her neighbors and to cover up her strained relationship with her husband. The shadow was the anger that she had been suppressing deep in her subconscious, and it resulted in Jane killing her neighbor. The impact on Jane's persona and shadow in this study is that Jane often feels anxious and afraid of

something. She worried that what she was hiding would be discovered and distance her from her family.

The third related study was a journal article conducted by Wang (2019) from Jiangsu College of Tourism, China, entitled “Jungian Analytical Psychology into *The Kite Runner*”. This study aimed to analyze the role of Amir and Amir’s father in *The Kite Runner* through Anima, Persona, and Shadow to make interpretations about the personalities and implications hidden in the roles. The qualitative approach was used in this study. The writer applied Carl Gustav Jung’s archetype theory (1968). The results showed that the archetypes of Anima, Persona, and Shadow, as well as the personalities and essences hidden in the roles, were revealed in the novel. Amir’s father’s personality was divided into several parts to examine his outer mask, including his gentle demeanor and appearance as a man of justice and social responsibility. Amir’s anima showed attributes in various phases that caused harm to his best friend. Moreover, Amir’s shadow was evident in his jealousy and an inferiority complex.

Regarding the writer’s study, there are several similarities and differences across the three studies above. The first similarity is the use of Carl Gustav Jung’s theories to analyze archetypes. Second, the three studies above all use the same approach as the writer, namely, a qualitative approach. Third, the problems discussed are the same, that is, archetypes. The difference between the three studies above and the writer lies in the objects used, the focus archetypes, and the study results. First, a journal conducted by Nurani & Amelia (2023) from Universitas Teknokrat Indonesia, which uses a novel object entitled *The School For Good And*

Evil by Soman Chainani. Nurani & Amelia not only focus on the persona and shadow archetypes, but also on the anima and hero archetypes. This study shows how the characters' persona, shadow, anima, and hero are depicted in the novel. Second, a thesis was conducted by Novitasari (2023) from Pamulang University using the object of a novel entitled *The Girl Next Door* by Phoebe Morgan. Novitasari demonstrates how the novel depicts the archetypes of the main character's persona and shadow and how the persona and shadow impact the main character. Third, a thesis conducted by Wang (2019) at Jiangsu College of Tourism, China, uses the novel *The Kite Runner* by Khaled Hosseini as its object. Wang not only focuses on the archetypes of persona and shadow, but also on the archetype of anima. Therefore, the writer used the three studies above as a reference to analyze how persona and shadow are depicted in the novel *Yellowface* by Rebecca F. Kuang and how this impacts the main character.

2.2 Review of Literature

In this section, the writer uses Carl Gustav Jung's (1968) Theory to analyze the related issue. The writer also explains some theories relevant to the literature and the issues of persona and shadow discussed in this study, particularly those that reflect on persona and shadow as presented in the novel *Yellowface* (2023).

2.2.1 Novel and Its Narrative Elements

A novel is a form of literature, often a medium for conveying deep and meaningful stories. According to Tarigan (2015), a novel explores a life event,

reflecting on and depicting a story through influence, bond, result, destruction, or the achievement of human actions. A novel is a mirror of human life that can provide a deeper understanding of the complexity of emotions, personality, interpersonal relationships, and societal conflicts, as these are depicted through the characters' portrayals. In a novel, narrative elements help develop the story's content and can emotionally and intellectually influence the reader. According to Nurgiyantoro (2012), these elements include character and characterization, setting, theme, plot, and point of view. These elements help build the story that makes a novel tangible. Not only does it feel real, but it also helps the reader understand the story's plot and what the writer wants to convey.

Characters and characterizations are significant in a story as they help readers connect with the narrative on a deeper level. According to Ramadyani (2019), a character is similar to a person in real life. A character refers to an individual (or animal) in a story. Characters are often developed through their actions, dialogue, thoughts, and interactions with other characters in the story. Each character has a characterization portrayed in a novel by the writer. According to Mulyawan (2015), characterization is a way in literary works to convey aspects such as the character's physical appearance, character traits, and social life. Usually seen from behavior, thoughts, and dialogue to understand their motivations and how they contribute to the overall narrative. In other words, characterization means the characteristics, depictions, and

qualities of individuals (or animals) in a story determined by the writer to be a determinant of the character's personality. The next element is the setting.

The setting provides the background for the characters' interactions and the events. According to Malewitz (2021), the period and location of a tale are referred to as the setting. The setting can establish the story's mood, atmosphere, and tone. The setting provides a stage for characters to interact and can shape their actions, motivations, and conflicts. The setting includes the physical location, historical period, social and cultural context, and weather or atmosphere. The setting can also symbolize specific ideas or themes, or create a sense of realism or fantasy. Next, the element discussed is the theme.

The theme is the central idea, lesson, or message explored throughout a literary work. According to County (2004), the theme is the main message, the story's moral, and the implied meaning of a work of fiction, which may be the writer's thoughts on a topic or views on human nature. A theme can guide readers in understanding the story's core and in exploring deeper meanings. The theme can also provide a broader understanding of the values the writer wants to convey through their literary work. Ultimately, the theme bridges the writer's intent and the reader's interpretation, allowing for a deeper connection and appreciation of the work. The next element is plot.

Plot is defined as the sequence of events in a narrative, where each event affects the next through cause-and-effect relationships. According to Booker (2014), plot is essentially the story we tell and how we shape the story to reveal something important about human nature. The plot consists of exposition,

rising action, climax, falling action, and denouement. The exposition is the opening part of the story that introduces the setting and characters. Rising action is the sequence of events that builds the conflict for the main character. Climax is the tension of the conflict that reaches its highest and most intense point. The last stage is the denouement, which is the resolution of the conflict and the end of the story. And the last element is the point of view.

Point of view in literature is the perspective from which a story is narrated. It influences how readers perceive events, characters, and themes. According to Fludernik (2009), point of view is an important element in storytelling because the writer's choice can enhance or detract from the narrative. This point of view is divided into three types: first-person, third-person, and third-person omniscient narrator. It is the standpoint from which the tale is conveyed. Using the pronouns "I" or "we," the first-person narrative narrates the story from the perspective of one or more characters. The tale is told in the third person from the viewpoint of one of the characters, generally the main character. The pronouns "he," "she," or "they" are used in third-person narratives. The tale is told from an external point of view by the third-person omniscient narrator, who is not constrained by any single character's ideas or deeds. This narrator knows all the information in the story and can recount each character's actions, speech, and inner thoughts. The point of view is how a writer tells a story.

2.2.2 Psychoanalysis

Psychoanalysis is a term that refers to specific therapies for treating mental health disorders. Sigmund Freud developed this therapy. According to Feist & Feist (2008), Freud developed his theory of human personality based on his meetings with patients, his dream analysis, and his extensive reading across the humanities and sciences. Based on this understanding, psychoanalysis is a method used to uncover emotional conflicts hidden in a person's subconscious. This therapy aims to help patients understand and overcome psychological problems that may be related to past experiences or trauma.

In addition to Freud, Jung also studied personality issues. According to Jung (1968), personality is influenced by the past and the future, meaning that past experiences and future goals will shape each individual's personality. Human behavior is not only determined by the individual's life history, but also by the goals and aspirations they want to achieve. This opinion provides a perspective on determining the factors that shape a person's personality. Jung called his theory Analytical Psychology. Analytical Psychology, developed by Jung, provides a comprehensive perspective on understanding the factors that shape a person's personality.

The foundation of analytical psychology is the belief that everyone's life can and is impacted by occult occurrences. According to Jung (1968), every one of us is driven by both suppressed memories and strong emotional memories passed down from our ancestors. Based on understanding, it can be

seen that unconscious factors, such as dreams and symbols, can provide deep insights into a person's life. Jung (1968) also emphatically stated that the most important part of the unconscious arises not from the individual's personal experience but rather from the distant past of human existence. A concept Jung referred to as the *collective unconscious*.

The collective unconscious is sometimes called the objective psyche because it is not personal or individual. According to Schultz & Schultz (2009), Jung believed humans collectively store the experiences of the human and pre-human species in the collective unconscious, just as we gather and store all of our individual experiences in the personal unconscious. According to Stein (2019), the collective unconscious is the deepest layer of the human psyche. The collective unconscious consists of universal symbols seen in myths, dreams, and cultural beliefs, which act as subconscious guides to our behavior and emotions. In addition, the personal unconscious is a storehouse of formerly aware information that has been repressed or forgotten. This is called a complex. Complexes are patterns of feelings, memories, perceptions, and desires that revolve around shared themes. They can be conscious or unconscious. Meanwhile, consciousness includes all the sensations and experiences we know at any given moment. According to Novitasari (2023), the experiences of the individual shape the personal unconscious, but the emotional reactions of our ancestors shape the collective unconscious, which is passed down from generation to generation. Archetypes are recurrent motifs or patterns that reflect these prior experiences. Jung believed that, in addition

to past and future factors, a person's personality is also shaped by collective aspects he called "archetypes." These archetypes are universal patterns of thought and behavior that exist within every individual.

2.2.3 Jung's Archetypes: Persona and Shadow

Archetypes are the essence of objective symbols in psychological meaning. According to Jung (1968), archetypes are unconsciously occurring material that shapes perception and consciousness. Archetypes cannot be represented directly, but when activated, they express themselves in several ways, primarily through dreams, fantasies, and delusions. Based on this understanding, archetypes are symbolic representations of universal patterns and forces that cannot be explained directly. These depictions of universal experiences are as numerous as typical human experiences. The hero, the mother, the child, god, death, power, and the wise old man are some of the archetypes that Jung suggested. Some of these are more developed and have a more steady psychological impact. The persona, the shadow, the anima and animus, and the self are some of these primary archetypes.

2.2.3.1 The Persona

The word persona refers to the mask an actor wears to present various roles or faces to the audience. According to Jung (1968), the persona is a mask used to cover the face (the actor's mask) that is never shown to the world. According to Stein (2019), the persona is a psychological and

social construct adopted for a specific purpose. Based on this understanding, the persona archetype is a mask, a public character we put on to show ourselves as someone we are not. A persona is a representation of the self created by a person to be presented to the outside world. By wearing a persona mask, a person can show either the best version or the expected version of themselves, depending on the situation or need.

In interactions, individuals strive to shape others' perceptions of them. According to Feist & Feist (2008), a persona mask allows individuals to navigate social interactions and present themselves in a way that aligns with societal norms or expectations. This mask is a protective barrier between one's true self and the outside world, shielding vulnerabilities and insecurities. However, the persona can also be a limiting factor, as individuals may feel pressured constantly to maintain a specific image. This can lead to feelings of inauthenticity and disconnection from others, as the true self remains hidden behind the mask. This hidden self is referred to as the shadow.

2.2.3.2 The Shadow

The term shadow refers to a psychic reality that is relatively easy to grasp imaginatively but more challenging to understand practically and theoretically. According to Jung (1968), the shadow is a vital aspect of personality, a narrow corridor, and its existence cannot be dismissed or trivialized as harmless. According to Schultz & Schultz (2009), the shadow

contains basic and primitive animal instincts consisting of behaviors considered evil and immoral by society and the dark side of human nature, which is the deepest root of all archetypes. According to Feist & Feist (2008), the archetype of darkness and oppression, the shadow, represents the traits we try to conceal from both ourselves and others, yet do not want to admit. Based on this understanding, the shadow is a hidden and dark part of ourselves, which contains traits we do not like and do not want to admit. It also describes forbidden desires and uncontrolled passions that tend to be hidden from the sight of others.

The shadow is the dominant part of the personal subconscious, consisting of uncivilized desires and emotions that do not conform to society and personality. According to Kurniawati (2015), the shadow has three aspects: things that a person does not want, the inferior parts of our personality that we do not allow ourselves to express, and desires and emotions that are uncivilized and do not conform to social norms. Therefore, the shadow holds parts of the self and creates the true biography of the person who tends to think they should be. The shadow is often overlooked or denied by individuals, as it represents the darker aspects of the self that can be uncomfortable or threatening to acknowledge. As Stein (2019) states, the shadow has an immoral quality or at least has a bad reputation. It usually contains features of a person's nature that go against the customs. Moreover, these immoral qualities also go against the moral conventions of society.

Based on the above concept, the writer can conclude that the persona and the shadow are integral parts of our psyche that work together to form a complete sense of self. Both aspects of the psyche constantly change, influencing our thoughts, behaviors, and interactions. Persona represents the part of ourselves that we show to the outside world, while the shadow holds hidden and dark aspects that we may not want to acknowledge. Both of them play a crucial role in shaping our identity and how we navigate the world around us. As Stein (2019) states, the shadow and the persona are complementary structures and exist in every developed human psyche. Both are named after concrete objects in our sensory experience. However, in the process, a person can experience regression.

Regression is an unconscious defense mechanism in which a person reverts to behaviors or thought patterns from a previous stage of development. Kodaruddin et al. (2019) state that regression is an unconscious defense mechanism in which a person reverts to behaviors or thought patterns from a previous developmental stage. This occurs because a person experiences a traumatic event that causes them to return to an earlier developmental stage. As Kodaruddin states, someone experiencing regression will naturally strive to improve their mental health in the best possible way. This can be achieved through the use of several defense strategies. These defense mechanisms involve any unconscious attempt to adapt to a painful situation. These conditions may include fear, disappointment, or guilt.

Regression occurs in individuals experiencing internal conflict. According to Stein (2019), regression is a condition where a person's consciousness is disrupted by inner conflict, leading the subconscious to assume a reverse position. Regression can occur due to rejection or conflict between the persona and the shadow, which can lead to mental or spiritual disorders. These two aspects, the persona and the shadow, although paired, are also the most contradictory aspects within a person. According to Stein (2019), persona and shadow, which stand in the soul as the polarity of the ego, are a classic pair of opposites. Persona is usually an ideal image, or at least in accordance with cultural norms, while shadow is an aspect that makes a person ashamed, considered evil, and rejected in society. Although often considered evil, sometimes it is only because of the shame attached to it due to inconsistency with the persona. So when these two aspects conflict, it will result in friction.

The friction that arises from these opposing aspects may be unacceptable. According to Jung (1968), the conflict between the opposing persona and shadow can be considered an individuation crisis. Because the contents of the shadow are unacceptable to the individual, the resulting conflict can be intense. The effects can include depression, mental disorders, excessive fear, and even thoughts of self-harm. According to Stein (2019), in some cases, the shadow may be so extreme and energetic that its integration into a socially acceptable personality becomes impossible. Therefore, the only solution to this problem is psychotropic medication, which can significantly weaken the

subconscious and inhibit the source of the shadow's power.

2.3 Theoretical Framework

This study uses Carl Gustav Jung's Archetype theory (1968) to analyze the persona and shadow of the main character in the novel *Yellowface* by Rebecca F. Kuang and how they affect the main character. In this novel, the concept of persona and shadow is very relevant to analyze the character of June Hayward as the main character who struggles to maintain her persona in the literary world and tries to fulfill all of society's expectations of her, while also facing shadows in the form of jealousy, ambition, and unethical actions. The framework for exploring the main character's persona and shadow is Carl Gustav Jung's theory, which focuses on the archetypes of persona and shadow. Through this theoretical approach, the manifestation of the main character's persona and shadow in the novel *Yellowface* (2023) by Rebecca F. Kuang can be studied in depth.