

Research Article

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The Element of Archetypes that Focused on The Character of The Film Encanto (2021)

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Abstract

This study aims that cartoon films can also be analyzed by psychoanalysis, through the archetype theory approach from Carl Jung. archetypes are the means given some of the experiences and memories of our ancestors. This way is part of the collective unconscious. The characteristics of the archetypes that are generated due to sociocultural influences. This means that each individual cannot develop archetypes according to their own experiences, but also stems from their social and environmental existence. The author discusses this story using descriptive qualitative methods to discuss the problems that exist in the story. The author analyzes by watching, analyzing, then recording the results of the analysis in this journal. From this research, the writer finds several types of archetypes in the characters in the film, those archetypes are Animus, Persona, Hero, Great Mother, Wild Old Man, and Shadow. The author can find out about this through the character played by the Madrigal family.

Keywords: archetype; character; encanto.

1. Introduction

According to Wellek and Warren (1990), the psychology of literature has four possible meanings, namely the study of the psychology of writers as a type of person, the study of the creative process, the study of psychology applied in literature, and the impact of literature on readers. The first and second definitions are related because they are part of the psychology of art and focus on the author. In the third sense, it focuses on the types and laws of psychology in literary works. While in the fourth sense, it focuses on readers who when reading and interpreting literary works experience various mental situations.

Along with the times, the psychology of literature can not only be seen from a novel. It can be seen from the number of researchers who analyze a film using a literary psychology approach. The film is one of the products of literary works due to the rapid

development of technology (Syarifah Rizakiah, 2018). The development of the times and fast technology have made many films adapted from literary works such as novels. However, the films analyzed are not only films that are adapted from a novel, but also many researchers who analyze animated films such as cartoons with the fantasy genre using an archetypes approach. It is one of the reasons why many researchers analyze a film. Therefore, this journal will discuss some of the characters in the Encanto film using the archetypes approach.

Encanto is a cartoon film released on November 24, 2021. Encanto itself is a city inhabited by a family named Madrigal. The Madrigals are a family that lives in a hidden magical house in the mountains of Colombia, in Encanto to be exact. The Magic Candle blesses every child in the Madrigal family with super Graces to every Madrigal family, such as controlling rain or healing. However, there was a different child. The child's name is Mirabel. She feels sad to the point that she feels that she is never considered her existence by her family, but she must always look happy to cover all his sadness. Until one day, Mirabel felt that the magic in Encanto was in danger. Therefore, he decided to find out the cause. This she did to prove that without magic she could be a useful person to her family and village.

In the film, several characters can be analyzed using Archetypes theory. Archetypes is a theory initiated by Carl Gustav Jung, a Swiss psychologist who developed this theory. The theory developed by Jung is the collective unconscious. This theory is also based on the mind or soul which has levels of consciousness and unconsciousness. It has the same theory as Sigmund Freud's theory, but some things distinguish the two psychoanalysis. What distinguishes it is Jung emphasized that the human subconscious is not from human personal experience itself, but from human existence in the past (Syarifah Rizakiah, 2018).

With this theory, the researcher uses an archetypes approach to analyze a film entitled Encanto. This research is important because the researcher wants to show that animated films can also be analyzed using literary psychology theory. In addition, the author's purpose of analyzing the Encanto film is so that readers can easily understand how the application of a theory in the film is then represented in everyday life. Therefore, the author tries to analyze the Encanto film using an archetype approach so that readers can easily understand and represent it in everyday life.

2. Methods

Several types of archetypes will be used to analyze the film entitled Encanto. In addition to using the theory of archetypes, the author also uses descriptive qualitative methods. This method is a way to make direct observations to get data (Moleong, J. L. 2002: 3). It can be seen from the authors who carried out several stages of observation, such as watching, analyzing, and taking notes.

First, the author watched several Encanto films. It has the aim that the author can understand more about each character in the Encanto film. The next stage is the writer begins to analyze each character, whether the character belongs to one type of archetype or not. The last stage is the writer records the results of the analysis and draws a conclusion.

These are some of the steps taken by the author to analyze each character of the Encanto film.

3. Theoretical Framework

The author uses the theory of Archetypes which was initiated by Carl Gustav Jung. According to Carl Jung Archetype describes the "archetype". Carl Jung is the originator of applying the term archetype in literature. According to Jung, the archetype is a form of thinking broadly and produces an idea in the form of a picture/vision of everyday life in certain aspects and situations (Hall and Linzey 1993: 18). He also says that archetypes are the means given some of the experiences and memories of our ancestors. This way is part of the collective unconscious. The characteristics of the archetypes are generated due to sociocultural influences. It means that each individual cannot develop archetypes according to their own experiences, but also from their social and environmental existence. Jung also argues that contextual, cultural, and ancestral influences can determine their psychic development. This development led to the existence of various types of archetypes.

3.1 Animus

Animus is Carl Jung's unconscious theory that describes the masculine side of a woman. Animus can also be said to be a symbol of thinking and reasoning where this symbol can have the ability to influence the way women think. However, women do not have this influenced way of thinking. It is due to the collective consciousness that exists in humans, so this is not realized. This way of thinking can come through the experience of his ancestors such as his father or brother and his personal experience with a man in his past.

3.2 Persona

Persona is the good side of personality that humans want to show to the world. This side depicts a human who wears a mask to show this side of his personality. However, there is a side that a person doesn't want to show to the world. Personas are needed by humans, but only with reasonable levels and portions. It is because one should not mix up the good side or the public face with the real self.

3.3 Shadow

According to Carl Jung's theory, Shadow is a dark archetype of a person's self. Shadow is the opposite side of the persona because the shadow represents the side of the personality that you do not want to show the world or the bad side of your personality. A person will try to hide their bad side so that the world does not know. Often the existence of this site will never be acknowledged by the individual.

3.4 Great Mother

Another Jungian theory is the Great Mother which is a development of the anima and animus. Great mothers have negative and positive feelings, and these are always related to each other. Thus, it points to the opposite direction in which a mother can provide both fertility and nurturing as well as the power to destroy. The meaning of this statement is that a mother can give affection and love to her child, but the mother can also be someone who has anger and violence, such as hitting their child even though the fault of the child is not big.

3.5 Hero

Hero in Carl Jung's theory is a representation of mythology or a legend. The representation of this hero is associated with a person who has strength and can fight crime. These types of archetypes are archetypes that represent the ideal personality of a person. So that it can overcome the darkness within a person. However, a hero can also be defeated by something (Jung, 1951). This is because even a hero has weaknesses.

3.6 Wild Old Man

According to Carl Jung's theory, the wild old man is an archetype where the archetype has wisdom and meaning. The wild old man has a symbol of pre-existing knowledge. Knowledge talks about life. It cannot be realized by a person because it comes from the collective unconscious. Usually, this will happen to an old man where he will have a lot of followers because he already has a lot of experience with life.

4. Results and Discussion

The author finds six archetypes through the characters in the Encanto film. Characters that show archetypes can be analyzed through activities and also how these characters communicate. Through these two things, it can be concluded that in the film Encanto directed by Byron Howard and Jared Bush, many characters show their archetypes. Therefore, the author analyzes this film using an approach from Carl Jung's theory, namely archetype. Some of the data found by the author are:

4.1 Animus

Animus is a depiction of the masculine side of a woman. The author finds one of these archetypes in a character named Luisa. It is because the writer finds scenes and activities carried out by Luisa where she shows her masculine side. It can be shown through the following scene:



Figure 1. Picture of Luisa showing her strength

Luisa got the gift of very unusually strong power. With this gift, Luisa helped the villagers a lot. Helping the village with its powers fix walls, collect donkeys, and even scan buildings like churches. Luisa can do a boy's job very well.

4.2 Persona

In another archetype element, namely persona, the author finds this type of archetype in Mirabel, Luisa, Isabella. They want to show the positive side in themselves that they are people who can have a positive impact on the surrounding environment. They show a side that people around them want to see, but inside they are opposite, Luisa with the gift of strength, Isabella with perfection, Mirabel with her resilience in the face of problems. They can do this because they have advantages that others cannot.

4.2.1 Mirabel



Figure 2. Picture of Mirabel showing that she is always fine



Figure 3. Picture of Mirabel showing that she feels not fine

Mirabel has always shown herself to be fine. Although he can't scan mountains, heal people with food, or create rainbows and storms. She always calms herself by thinking she is still part of the madrigal family, but still, inside she is not fine, she wants to do what makes her family more proud of her.

4.2.2 Luisa



Figure 4. Picture of Luisa being strong



Figure 4. Picture of Luisa being a strong sister

People always see Luisa as a very strong and big person, so it puts pressure on Luisa she has a side of fear if she cannot do that she feels useless moreover she is an older sister she feels she must always be strong.

4.2.3 Madrigal Family's Daughter



Figure 5. Picture of Madrigal Family thriving for perfectness



Figure 6. Picture of Madrigal Family's daughter feeling upset about perfectness

Because she is the favorite child in the Madrigal family she is forced to always be perfect to make everything beautiful even though inside she wants to make new interesting things except roses. She wants to create something new, not the same thing over and over again.

4.3 *Shadow*

Archetype shadow in the film *Encanto* (2021) is shown through a character named Bruno. Bruno is a member of the Madrigal family, but he hides from his family. He does not want to show his bad side to others because many people think that he is a bad influence.



Figure 7. Picture of Bruno's true reason of leaving his family

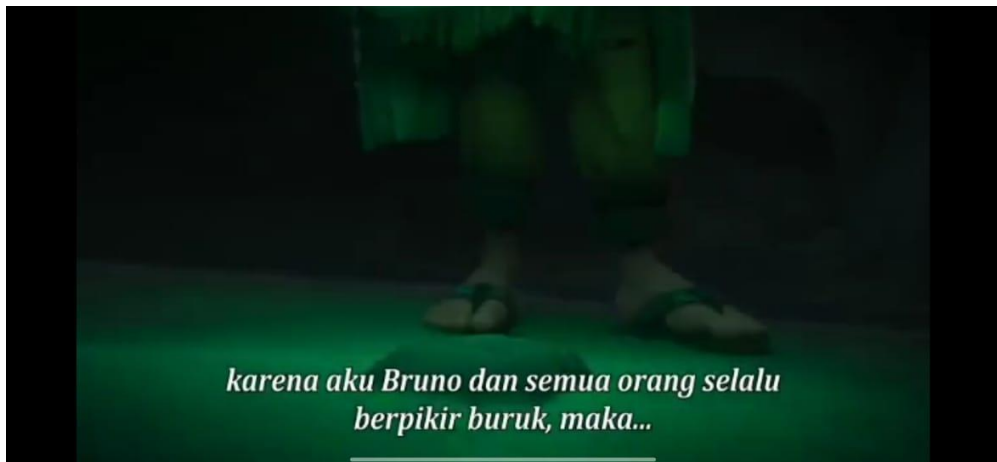


Figure 8. Picture of Bruno feeling band about himself

Bruno is always labeled as a wretch in Encanto because his visions of the future will happen if he talks, people always think badly of Bruno about what he does or talks about.

4.4 Great Mother

A mother who can give love and a mother can put deep pressure on her child. In this film, Great Mother is shown through a character named Alma who is madrigal's grandmother. She is the head of the Madrigal family. Madrigal's grandmother wants to protect her family because she does not want any more feeling of losing her home but the way she protects it is in the wrong way, she is too overprotective and only looks at those who have the potential for perfection.



Figure 9. Picture of Madrigal's Grandmother being overprotective

Abuela has the great mother character element because she wants to protect her family, but in the wrong way, she does not want to hear Bruno's words from Bruno's vision because she thinks it will destroy the Madrigal family. After that incident, he wasted Mirabel because he did not have the gift, he thought that Mirabel was the cause of the destruction of the Madrigal family, but actually, the destroyer was himself. He put pressure on all the members of the Madrigal family and that made doubts and shatters.

4.5 Hero

The main character in this film is Mirabel. He was a child who came from the Madrigal family, but he was the only child who was not blessed by a miracle. Thus, Mirabel felt that her family had never considered her. However, one day he was able to save his family. Therefore, Mirabel is a character who shows her Hero side.



Figure 10. Picture of Madrigal's Grandmother being overprotective

Mirabel has a Hero side because she has a goal which is to make the family proud by protecting the bounty in the Madrigal family. She tried everything to protect the Madrigal family looking for a way, but all that failed because of Ebuella. Her grandmother does not see Mirabel's struggle and turns her on for what happened in Madrigal's family even though it was not Mirabel's fault. But everything returns to normal when Mirabel returns to the madrigal family because Mirabel is the strength of the Madrigal family.

4.6 Wild Old Man

Mirabel's parents are wise in dealing with various problems. Mirabel's parents always advise Mirabel because they understand how Mirabel feels. Therefore, the characters of Mirabel's parents show that they belong to the Wild Old Man.



Figure 11. Picture of Mirabel's Mother being wise to her daughter

Her mother Mirabel has a wild old man character because she has always been wise in the Madrigal family. He has positive thoughts about all the family members, he is also cherished for being able to heal others with the food he makes.

5. Conclusion

In this film, there is an archetype theory that makes the audience feel that the Encanto film is in stark contrast to the polemic in it. The author finds six types of archetypes in several characters in the story. The first type found is Animus, which is a depiction of the masculine side of a woman. This type of archetype is found in a character named Luisa. In another archetype element, namely persona, this type of archetype is found in the characters of Mirabel, Luisa, Isabella. They want to show the positive side in themselves that they are people who can have a positive impact on the surrounding environment. The archetype shadow is shown through a character named Bruno. Bruno is a member of the madrigal family, but he hides from his family. Because he does not show a bad side to

other people or his family. The Great Mother archetype is shown by a character named Alma who is Madrigal's grandmother. He is the head of the Madrigal family. Ebuela wants to protect her family because she does not want any more sense of loss but by protecting the wrong way to make the family collapse. Archetype hero is found in the main character, namely Umar yet, she has a goal that is to make the family proud by protecting the bounty in the Madrigal family. The Archetype Wild Old Man is found in both Mirabel mothers named Julieta, she has a wild old man character because she has always been wise in the Madrigal family

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