CHAPTER I

INTRODUCTION

A. The Background of the Study

According to Ratna (2011: 240 -350), Literary Psychology is an important text analysis in analyzing a literary work by working from the psychological point of view of the literary work, both from the elements of the author, character, and reader. This approach highlights the interconnectedness between literature and psychology, culminating in the emergence of "Literary Psychology" as a field that underscores the relevance and role of psychological studies. Therefore, psychology also plays a role in literary works, one of them known as drama.

As stated by Rustamov, Mamatkulov, and Matov (2021), drama is a literary genre portrayed through essays, that narrate real-life scenarios, characters, and human behavior by role-playing and dialogue. Kozloff (2000, pp. 34-51), dialogue serves various functions, including establishing the setting and characters within the narrative, conveying the reasons and outcomes of story events, depicting crucial occurrences, and influencing how viewers interpret and feel about the story. In other words, well-written dialogue not only advances the plot but also reveals insights into the characters' emotions, conflicts, and inner workings.

Currently, Korean dramas have gained significant prominence as a widely embraced cultural and literary form on a global scale (Sahida, 2016). These dramas, whether fictional or non-fictional, portray the lives of South Koreans and are broadcast on South Korean television networks (Yong-Ho, 2019). As a result,

Korean drama represents a genre of entertainment characterized by its utilization of the Korean language, typically presented in the form of short series adapted from real-life stories, historical events, and various aspects of Korean culture, often incorporating comedic elements.

In this instance, a Korean television series sparking considerable debate is "Mask Girl," directed by Kim Yong-Hoon. This suspenseful drama quickly garnered attention upon its debut on Netflix. Spanning just seven episodes, the series is a condensed adaptation of a controversial webtoon of the same title, delving into themes of appearance-based biases and various social quandaries within the South Korean context. Officially acknowledged by Netflix's TOP 10 website on August 23, the show drew an impressive 2.8 million views and a remarkable 19.2 million viewing hours within its initial three days of release, from August 18 to 20, securing the second spot in the global popularity rankings.

Figure 1.0.1 Netflix's TOP 10 of TV (Non-English) Popularity

Figure 1.2 Mask Girl's Rank on Netflix's TOP TV (Non-English) Popularity

Numerous scholarly inquiries and research endeavors have been dedicated to the exploration of the related topic. First, revealed by Nulralim and Halim (2023) entitled *The influence of Conflicts to Miguel's Main Character Development in "Coco" movie*. Based on the research results, the writer found 2 types of conflicts faced by the main character that occurred in Coco movie: internal conflict and external conflict. Internal conflicts which consist of: bad luck, admiration, fear, anger, confuse, panic, nervous; External conflicts which consist of: character vs. society and character vs. supernatural. Miguel was born in a family that hates music. He wants to become a musician but his family always banned him. This problem makes him travelled to the land of the dead to find out the truth of his family. At first, Miguel is described as an ambitious, selfish, stubborn, fanatical boy. Due to his experiences of particular changes in the land of the dead, he turns into an obedient, wise, unselfish and regretful boy.

Next, Maku, Jayantini, and Juniartha (2022) with the title An Analysis of the Main Character's Conflict in the Movie Act's of Vengeance. The result of this study reveals that the conflicts faced by the main character can be divided into internal conflict and external conflict. The sources of conflicts faced by the main character are different opinions, incompatible roles, incompatible goals, limited resources. The conflict management strategies applied are pacification, compromise, and creative integration.

The third of the study by Nur'Aini, Kurniawati, & Yuliasari (2021) entitled *An analysis of Conflict and Main Character's Personality in a movie Me Before You*. The result of this study indicated that there are two conflicts were faced by the main character such as internal and external conflict and three major system of personality such as Id, ego and superego. The researcher found that there were three conflicts of the internal conflict; Louisa Clark versus herself, and five external conflicts; two of them occurred in Louisa Clark versus William, the other two occur in Louisa Clark versus Patrick, and the last occur in Louisa versus nature. The researcher also found three major system with three Id, two ego, and two superego contained in the main character personality.

In contrast to previous studies primarily addressing conflict, character development, conflict resolution and also the personality through the source of data in the form of movie, the present study focuses on the intersection of conflict and the personality attributes of the main character. Furthermore, within the realm of literary analysis, it's apparent that conflicts and personality traits are highly intriguing. Therefore, this research specifically explores the conflicts and

personalities of the main character in famous literary works, drama series, namely Korean drama.

This study discusses the conflict and personality of Kim Mo-mi, as the main character. The following is preliminary data that discusses the conflict faced by Kim Mo-Mi.

> Kim Mo-Mi : *"Whoo!" (end the dance)*
>
> Kim Mo-Mi's mom : *"What are you doing? You wanna be a singer with those looks? Maybe in your dreams."*
>
> Kim Mo-Mi : *"I've always wondered how is it possible that my mom is pretty, but I'm not."*

From the piece of dialogue above, Kim Mo-Mi is not supported at all and is even ostracized. Kim Mo-Mi always dreamed of becoming an idol who was watched by many people with warm applause. However, that dream was hindered by Kim Mo-Mi's unattractive face. The first insult was even received from her mother, the woman who gave birth to her into the world. Kim Mo-mi's mother's statement also encouraged Kim Mo-mi to become increasingly self-conscious about her appearance. The underlined sentence clearly shows that Kim Mo-mi is very confused about the very different looks of herself and her mother. Therefore, Kim Mo-Mi faces a conflict with her mother which is classified as a Man-Against-Himself type of conflict.

> *Mo-mi: You wanna know what my face looks like?*
>
> *[I WON'T VOMIT. YOU MUST BE HELLA UGLY]*
>
> *Mo-mi: Ah...*
>
> *[ONCE UPON A PRINCE: IGNORE THOSE COMMENTS]*

[THERE ARE SO MANY WEIRDOS AROUND]

Mo-mi: <u>Don't worry, guys. Stuff like that doesn't hurt me.</u> (chuckles). Besides, you do know that these are real, right? (show her breast)

From the dialogue above, Kim Mo Mi as the main character has Agreeableness, which is characterized by a predisposition towards empathy and cooperation, as opposed to suspicion and confrontation. Based on the context of the dialogue, Kim Mo Mi is holding a live streaming by wearing a mask. It attracted the curiosity of one of the viewers and insulted that Kim Mo Mi's face was ugly. However, Kim Mo Mi ignored that hate speech and showed her attractive breasts were genuine as a response.

B. The Problems of the Study

Based on the background and focus of the study, the research questions are formulated as follows:

1. What are the conflicts faced by the main character in *Mask Girl*?

2. How is the personality of the main character realised in *Mask Girl*?

3. Why does the conflict affect the personality of the main character in *Mask Girl*?

C. The Objectives of the Study

With reference to the problems of the study previously, the objectives of the study are:

1. to discover the conflicts faced by the main character in *Mask Girl*,

2. to elucidate the personality of the main character realised in *Mask Girl*, and

3. to expose the effect of personality on the conflict of the main character in *Mask Girl*

D. The Scope of the study

This study reveals the conflict and personality of the main character. This study focuses on the main character, both the dialogue spoken and the narrative that tells the main character Kim Mo-Mi. This study uses a psychological approach regarding conflict theory developed by William Kenney (1966) and personality theory by McCrae & Costa (2005).

E. The Significance of the Study

The findings of the study are expected to be theoretically and practically significant. Theoretically, the findings are expected to contribute to the ongoing evolution of conflict and personality theory. Moreover, the study serves as a reference point for future research endeavors in the field.

Practically, the expected impact extends to the areas of guidance and implementation, especially for stakeholders who have an interest in understanding the topics of conflict and personality. This is especially true in the context of Kim Yong-Hoon's Mask Girl, a Korean Drama known for its controversies and social issues. It is hoped that these findings will serve as a valuable guide, offering practical insights and applications for those navigating multiple dimensions of conflict and personality.