



THE FULFILMENT OF MASLOW'S HIERARCHY OF NEEDS ON MAIN CHARACTERS IN "ENCANTO" MOVIE: A HUMANISTIC STUDY

Anisha Bunga Armethia Fitriane, Abdillah Nugroho
Universitas Muhammadiyah Surakarta

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ABSTRACT

The purpose of this study is to find out how the efforts made by the main characters in Encanto Movie (2021) meet their needs and analyze them according to Maslow's theory. This research method is defined as a qualitative method. The author limits the data by classifying it into five groups of different levels of needs based on Maslow's hierarchy of needs theory. In this study, it can be concluded that the main character has levels of needs ranging from the most basic to the most important needs. For example, on Maribel, the author found that of Maslow's 5 levels of needs, there are 5 needs so it can be said that all of her needs have been met and the most important are the needs for love and belonging, and self-actualization. As for Abuela, the author finds that out of these 5 levels of needs, there is only 1 level of need that must be met by her, namely the need for self-actualization.

INTRODUCTION

Literature research has progressed in recent years. Several disciplines may be combined to study a literary work. The synthesis of psychology and literature is part of the work. Literary psychology research is the name referred to this sort of study. Psychology is utilized to investigate the psychological aspects of people or characters in literary works. Psychology and literature have a shared interest in communicating about people and connecting with them. Literature and psychology share a symbiotic relationship that is both indirect and functional.

* Corresponding author.

E-mail addresses: anishabungaaf@gmail.com (Anisha Bunga Armethia Fitriane)

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There is a direct link since psychology and literature both study human life, and there is a functional tie because of both psychology and literature study human psychology. (Ghozali, 2020)

Literature includes knowledge that can provide an understanding of life since it is a reflection of actual reality. That comprehension is gained via the examination of diverse types of life in the form of discoveries and other facts that can expand the reader's knowledge. In other words, literature is a truthful depiction or mirror of human existence (Bahuwa, 2019). Literary works are divided into three types, namely prose, poetry, and drama. A literary work included in the drama and musical appearance is called *ma vie*. The movie shared the story about life or fantasy story.

Encanto (2021) is a film produced by Walt Disney Animation and directed by Byron Howard and Jared Bush, with Charise Castro Smith as co-director. The setting where this film is located is in the mountainous region of Colombia, precisely in Encanto. The city is described as a colorful, stunning, radiant, and warm place. One of the keys to this story is portrayed in the Madrigal family house which has a special feature, each member of the family has different magical abilities. The main character in *Encanto* is Mirabel Madrigal, a teenage girl who lived in Encanto. Coming of age storylines with teenage characters transitioning into adulthood are common in Disney films. These characters frequently face challenges that need caregiving and nurturing, such as instrumental aid and psychological guidance. (Holcomb et al., 2015). Maribel is part of the grandchildren of a family Madrigal whose circumstances are slightly different from her siblings. She has no magic and feels undervalued in the family. She never got any attention and was always restrained by his grandmother. She got pressured by the people her around and want to prove that she deserves to be loved and aa accepted as a human being.

The researcher chose *Encanto* (2021) movie to analyze in the paper based on several reasons. First, the *Encanto* movie (2021) was the newest movie production from Disney in the last quartal of 2021 and it has a motivational and healing story. Second, it portrayed the main characters, especially Maribel's character who struggled to fulfill her needs, from physiological needs to self-actualization needs, so that it was analyzed through literary psychology approach using Abraham Maslow's theory of hierarchy of needs analysis.

Hierarchy of needs by Abraham Maslow

One of the biggest theories of psychology was organized by Abraham Maslow. Maslow classified human needs into deficiency needs and needs to facilitate the attainment of this state of self-actualization. Deficiency needs are the lower human need for survival, such as hunger, thirst, and safety. Being wants are the higher needs required for self-actualization.

Maslow (1970) categorized these human requirements into five main categories in a hierarchical order. The idea behind the hierarchy of needs is that the demands at the bottom exert more influence because they apply a larger feeling of urgency to be met than the requirements at the top. As a person progresses up the hierarchy of needs, he or she gets closer to reaching self-actualization. Individuals make attempts to satisfy the requirements of other categories higher up in the need hierarchy when they begin to meet the demands of one category consistently and satisfactorily. People are motivated to achieve certain needs and some need needse precedence over others.

Physiological needs, which are those immediately connected to an individual's life, such as the need for food, water, and sleep, are at the bottom of the hierarchy of needs. The second set of requirements is safety requirements, which are those that are directly tied to establishing a secure and stable environment. Belonging and love needs are inextricably linked to cultivating a sense of being accepted by others and forming meaningful relationships with family, friends, neighbors, religious groups, and professional organizations. If the Social-Love and Belongingness needs can be applied in making relationships with every people we can get a better life and be happy forever (Srianggraini, 2019). Self-esteem needs characterize the desire for others' respect and a sense of self-respect. At the top of the hierarchy defined self-actualization or the desire to develop one's skills to the utmost extent. (Bernardo J. Carducci, 2020)

DISCUSSION

The method of this research used descriptive content analysis. It intended to disclose the sacrifice conflict of the main characters in the movie “Encanto”. There are two kinds of data sources used in this research first is primary data where the n data is the object of the research, in this case, the primary data is the movie “Encanto”. The secondary data for this research were articles and books about theory and previous studies.

This research obtained information as much as possible in terms of the subject matter that had been analyzed in the following steps.

1. Reading and analyzing the movie “Encanto” is the main source of the research.
2. Take notes and write some important things or relevant things for research purposes when watching the movie.
3. Take the screenshot from the Encanto movie scene that relates to human needs.
4. Collecting some data related to sacrifice. The data is collected from many sources. For instance, books, the internet, etc. after that, the researcher related movie stories with sources.
5. Identifying and collecting the parts of the movie that gives description related to the topic that is discussed in this research.

Fulfillment Needs on Encanto Movie:

The data below shows the needs of main the characters in Encanto movie that have been fulfilled such as psychological needs, safety needs, love and belongingness needs and, esteem needs.

1. Physiological needs

Physiological needs mean related to biological body needs. If one of these physiological needs not is met, it will interfere with the fulfillment of further basic needs. (Maharani, 2020) Humans will want to satisfy their basic needs for life satisfaction. Food, water, oxygen, and a regular body temperature are all part of it. In the movie, Mirabel and the whole family have dinner with the Guzman family to celebrate the engagement of Isabela and Mariano. Mirabel presented the basics of needing some daily actions for eating such as pouring rice into a plate, took taking a taking, bringing fruit to the family, giving a giving cream to the grandmother, and even drinking a juice.





2. Safety Needs

Maslow explained after the physiological needs are satisfied, then in the individual, another need will emerge as a dominant need that demands satisfaction, namely the need for security. (Afif & Amelia, 2021). These security requirements are particularly prevalent in youngsters since their knowledge of self-limitation is still lacking, necessitating the assistance of others. Except in an emergency, a calamity, or an organizational failure in the social system, adults have minimal need for security. (Maharani, 2020)



In those scenes, Mirabel looks very restless when her family finds out that Madrigal's house is starting to crack. He also asked his uncle to be given the vision to find a way to return magic to normal. Mirabel is very worried that disaster will befall her family if the rift gets worse. She wants to keep her home and family the most comfortable place for her throughout her life. She is passionate about protecting their nearly lost home and saving the miracle.

3. Love and Belongingness Needs

Feeling appreciated and accepted, according to Maslow, is the next need in the hierarchy. This need included romantic connections as well as friendships and familial ties. It also encompasses our desire to be a part of a social group. This urge, it is worth noting, covers both feelings loved and loving others. (Hopper, 2020)

Maslow also believed that people need to give and receive affection and also need to feel belong to someone, group, or society (Maslow in Listyowati, 2020). A relationship is inextricably linked to love because love is frequently expressed through a relationship. In terms of communication, having excellent relationships is a goal. It suggests that if someone wants to have a healthy relationship, they must pay attention to how they act to gain other people's attention and feelings. (Prabawati, 2018)



Mirabel: *Nervous? You have nothing to worry about. You're gonna get your Gift and open that door and it's gonna be the coolest ever. I know it.*

Antonio: *(WHISPERS) What if it doesn't work?*

Mirabel: *Well, in that impossible scenario, you'd stay here in the nursery with me. (WHISPERS DRAMATICALLY) Forever. And I'd get you all to myself.*

Antonio: *I wish you could have a door.*

Mirabel: *You know what? You don't have to worry about me, 'cause I have an amazing family and an amazing house. And an amazing you. And seeing you get your special Gift and your door, that's gonna make me way happier than anything. (SIGHS) But, alas, I am gonna miss having the world's best roomie. I know you're an animal guy and I made this so, that when you move into your cool, new room, you always have something to snuggle with. All right, hombrecito, you ready? Sorry, I got to get one more squeeze.*

(Scripts.com, 2021)

Mirabel loved her family. At the beginning of the story, there was a scene she talked to her cousin and roommate, Antonio. From their dialogues, Mirabel seemed to care about Antonio because as long as they had been together, Antonio had to leave the room and get his new gift as a goodbye present. Mirabel gives Antonio a gift in the form of a stuffed tiger because she knew that his cousin loved animals and that doll could be a new friend to hug when the winter for Antonio.



Furthermore, while preparing for dinner, Mirabel saw that Louisa was nervous because her eyes were twitching and it was a sign that something was wrong with her. Because she was still worried, she then approached her sister who was collecting the donkey and asked about her condition, and tried to talk privately. At first, Louisa hesitated to tell the story but after Mirabel tried, she finally dared to reveal what happened to the magic. Louisa turned out to be scared because her strength was gone. All the time she had been working hard to bear all the burdens. Mirabel understands and she hugs her sister who has helped the family and residents of Encanto so far.



The third is when Mirabel gets a vision from Bruno that she must hug Isabela to change the Madrigal family's magical destiny. The relationship between Mirabel and Isabela was not very harmonious as a sibling because Isabela's engagement event failed and made her even angrier with Mirabel. Mirabel apologized to Isabela but was not forgiven and the two of them ended up arguing. In the debate, Isabela makes a serious confession and a new ability emerges, she immediately grows a beautiful cactus with sharp spikes. Whereas so far Isabela has only been able to release roses from her power. She realized that this ability was obtained because she was together with Mirabel and they finally understood and forgave each other.

4. Esteem Needs

Respect for one's rights, acceptance of one's ability and capability, validation of one's accomplishments, and recognition of one's autonomy and independence are all examples of self-esteem demands. When these needs are met, the urge for self-actualization emerges and takes center stage. (Fallatah & Syed, 2018)



An example of esteem needs from Encanto Movie is during Antonio's celebration ceremony something bad happened at *casino* Madrigal. Everyone panics and Mirabel tries to keep the house safe. However, it was because she was the only one who had no power that the

grandmother kept blaming her and thought that Mirabel was bad luck. Mirabel denied it and stated that she loves all members of the Madrigal family and does not want to hurt anyone. Precisely because of the nature of the grandmother who continues to restrain and limit Mirabel is the thing that makes the magic in Madrigal's house disappear. Mirabel proves it by climbing the house to retrieve the immortal candle and taking shelter under the ruins of the house. Mirabel wanted to be recognized and didn't want to be looked down upon because she was powerless. Mirabel wants to make her family proud.

5. Self-actualization Needs

The need for self-actualization is at the top hierarchy. It relates to realizing personal potential, self-fulfillment, and searching for personal development and peak experiences. Maslow addresses it with a desire to become everything, e.g., all humans' potential accomplishments: inherent needs, capacity, and potential development. Self-actualization is being self-aware, more concerned with the personal than others' opinions, and interested in fulfilling one's potential. (Sudarmanto et al., 2020)



From this movie, data is obtained that there is self-actualization by Abuela Alma Madrigal and Mirabel. Abuela who was initially insensitive and too rude to Mirabel finally realized that the Madrigal family's magic for the family was not only for her. Family is the most important thing then building the magical house. Then, she told about the difficulties she experienced after Pedro died and was entrusted with guarding the eternal candle. For the struggle alone as a widow with 3 children, the people of the city of Encanto recognize and appreciate the existence of the Madrigal family. Because she has this responsibility, Abuela is very strict, so Mirabel is hurt. In the end, she realized that Pedro had sent Mirabel as a reminder to always love. Below is Abuela's monologue as she asks for protection:

*Ay, Pedro. I need you. Cracks in our casita.
If our family knew how vulnerable we truly are...
If our miracle is dying...
We cannot lose our home again.
(SIGHS) Why is this happening?
Open my eyes.
If the answer is here, help me find it.
Help me protect our family.
Help me save our miracle.
I will save the miracle.*

(Scripts.com, 2021)

Abuela, Mirabel, and Bruno return to build their house with the rest of the family. Residents came to help because they had been helped a lot by the Madrigal family. One city has started to build the foundation for Madrigal's new house. In the end, Antonio gave the doorknob to Mirabel and the house was magically filled again with magic after Mirabel put the knob. In front of the citizens of Encanto, Mirabel received a far greater bounty than the previous family members. Mirabel has shown improvement in her life.

Maslow argues that human is motivated to become everything he is capable of becoming. If self-actualization needs are not met although the other needs are met, humans cannot develop or use their innate abilities fully, which results in experiencing anxiety, discomfort, or frustration. (Ghozali, 2020)

CONCLUSION

After the writer discusses all the findings in chapter four, the writer concludes that the main characters in the ENCANTO movie (2021) clearly describe the fulfillment of his humanistic hierarchy of needs that created the Encanto's main characters' personality based on Maslow (1987). The first is psychological needs. At this stage, Mirabel fulfilled her need by doing ordinary things that are usually done by a human at this age. The second is safety needs that she is afraid to lose the Madrigal house. The third is love-belongingness needs portrayed in Madrigal family relations every day. The fourth is esteem needs showed the effort from Mirabel for being respected by her grandmother. The last, the writer got 2 characters who took self-actualization needs Abuela and Mirabel.

Because of the time limitations, the writer could only explain the personalities of the main actors in the movie "Encanto." Maslow's Hierarchy of Human Needs theory was used to analyze the personalities of the main protagonists. The writer hypothesized that alternative theories may be used to describe motivation and personality for future research. The next research might look into the motive of the characters in addition to the motivation of the characters.

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