

**THE MAIN CHARACTER'S MOTIVATION TO BECOME A
FAMOUS WRITER DESCRIBED IN R.F. KUANG'S
*YELLOWFACE***

THESIS

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FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG**

2025

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THESIS

Presented to
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In Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra (S.S)*

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2025**

STATEMENT OF AUTHORSHIP

I declare that the thesis entitled "*The Main Character's Motivation to Become a Famous Writer Described in R.F. Kuang's Yellowface*" is my own original work. All ideas, materials, and sources from other authors used have been properly listed in the bibliography. If in the future there are objections or claims to this work, I will be fully responsible.

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The Researcher



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APPROVAL SHEET

This is to certify that **Arinina Mayan Fauni's** thesis entitled "*The Main Character's Motivation to Become a Famous Writer Described in R.F. Kuang's Yellowface*" has been approved for thesis examination at the Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S.).

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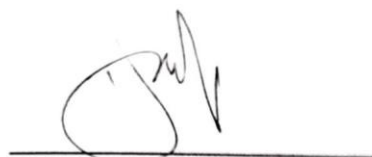
This is to certify that Arinina Mayan Fauni's thesis entitled *The Main Character's Motivation to Become a Famous Writer Described in R.F. Kuang's Yellowface* has been approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra* (S.S.) in Department of English Literature.

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MOTTO

لَا يُكَلِّفُ اللَّهُ نَفْسًا إِلَّا وُسْعَهَا

"Allah does not burden a soul beyond that it can bear."

(Surah Al - Baqoroh: 286).

DEDICATION

With an outpouring of love and support, I present this thesis to:
who have always believed in me, inspired me, and encouraged me to continue
pursuing my dreams, as my beloved parents, Herman Susanto and Martini
Purwaningsih, and my lovely sisters and brother, Nikmatul Bahril Wahdah and
Qonita Sabillah, and Moh. Ilham,
My advisor, Dr. Siti Masitoh, M. Hum,
All my friends always provide motivation and support,
And for myself, Arinina Mayan Fauni

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All praise be to Allah SWT for bestowing His blessings and strength upon me to complete this final project. Shalawat and greetings may always be poured out to our lord, the Prophet Muhammad SAW, along with his family, friends, and followers until the end of time.

This thesis is made as one of the requirements to complete the English Literature study program at Maulana Malik Ibrahim State Islamic University Malang. On this opportunity, the author would like to express his deepest gratitude to all those who have provided support, guidance, and prayers during the process of preparing this thesis. Nevertheless, the author is very aware that this research still has limitations and disadvantages, but thanks to the support and assistance of various parties, the author can complete this research well. Therefore, the author would like to express her sincere gratitude to:

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9. Lastly, fellow readers, who provided constructive input in the preparation of this thesis so that it can achieve a better and more useful form.

Malang, June 18th, 2025

ABTRACT

Fauni, Arinina Mayan (2025) The Main Character's Motivation to Become a Famous Writer Described in R.F. Kuang's *Yellowface*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Maulana Malik Ibrahim State Islamic University Malang. Advisor: Dr. Siti Masitoh, M. Hum.

Keyword: Motivation, hierarchy of needs, yellowface

Motivation is the drive that exists within humans to do something or achieve a certain goal. Maslow said that motivation is the need that underlies human behavior or actions. This study aims to analyze the motivation of the main character in R.F. Kuang's novel *Yellowface* in achieving success as a famous writer. The main focus of this study is to identify the unmet needs that motivate Juniper Hayward and how she motivates herself to fulfill those unmet needs. This study uses Abraham Maslow's theory of motivation with a psychological approach in literary studies. The results of the analysis show that Juniper's main motivation is driven by unfulfilled needs for esteem, even though basic needs such as physiological, safety, and love and belonging have been fulfilled. Several factors motivate Juniper to make various efforts, including feelings of dissatisfaction with her achievements, feelings of envy and jealousy, which drive her to make various efforts to achieve success as a famous writer, including unethical actions such as plagiarism, manipulation by exploiting personal relationships for personal gain, and rebranding her identity. These efforts ultimately succeed in gaining self-esteem and recognition from others. These findings show that unfulfilled needs for esteem can motivate a person to take various actions, even extreme measures, to achieve certain goals.

مستخلص البحث

فاوني، أرينينا مايان (2025) دوافع الشخصية الرئيسية لتصبح كاتبة مشهورة كما صورتها رواية أطروحة. برنامج دراسات الأدب الإنجليزي، كلية العلوم الإنسانية، R.F.Kuang للكاتب Yellowface جامعة مولانا مالك إبراهيم الإسلامية في مالانج. المشرف: د. سيتي ماسيتوه، ماجستير في العلوم الإنسانية.

المفتاحية الكلمات : الأصفر الوجه ،الاحتياجات تسلسل ،الدافع

الدافع هو الحافز الذي يدفع الإنسان إلى القيام بشيء ما أو تحقيق هدف معين. يقول ماسلو أن الدافع هو الحاجة الأساسية التي تحرك سلوك أو أفعال الإنسان. تهدف هذه الدراسة إلى تحليل الدوافع في تحقيق النجاح R.F. Kuang للكاتب Yellowface الرئيسية لشخصية جونيير هابوارد في رواية ككاتب مشهور. التركيز الرئيسي لهذه الدراسة هو تحديد الاحتياجات غير الملباة التي تحفز شخصية جونيير هابوارد وكيف تحفز نفسها لتلبية تلك الاحتياجات غير الملباة. تستخدم هذه الدراسة نظرية الدوافع لأبراهام ماسلو مع نهج علم النفس في دراسة الأدب. أظهرت نتائج التحليل أن الدافع الرئيسي لجونيير مدفوع بالحاجة غير الملباة للتقدير، على الرغم من أن الاحتياجات الأساسية مثل الاحتياجات الفسيولوجية والأمان والحب والشعور بالانتماء قد تم تلبيةها. بعض العوامل التي تحفز جونيير على بذل مختلف الجهود تشمل الشعور بعدم الرضا عن الإنجازات الشخصية، والشعور بالغيرة والحسد، مما يدفعها إلى بذل مختلف الجهود لتحقيق النجاح ككاتبة مشهورة، بما في ذلك القيام بأعمال غير أخلاقية مثل السرقة الأدبية، والتلاعب باستغلال العلاقات الشخصية لتحقيق مصالح شخصية، وإعادة تسمية الهوية. وقد نجحت هذه الجهود في النهاية في الحصول على احترام الذات والاعتراف من الآخرين. تشير هذه النتائج إلى أن الحاجة غير الملباة إلى التقدير يمكن أن تحفز الشخص على القيام بمختلف الأعمال وحتى اتخاذ خطوات متطرفة من أجل تحقيق هدف معين.

ABSTRAK

Fauni, Arinina Mayan (2025) Motivasi Tokoh Utama untuk Menjadi Penulis Terkenal yang Digambarkan dalam *Yellowface* Karya R.F.Kuang. Skripsi. Program Studi Sastra Inggris, Fakultas Ilmu Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing : Dr. Siti Masitoh, M. Hum.

Kata Kunci: Motivasi, hirarki kebutuhan, *yellowface*

Motivasi adalah dorongan yang ada pada manusia untuk melakukan sesuatu atau mencapai tujuan tertentu. Maslow mengatakan bahwa motivasi merupakan kebutuhan yang mendasari perilaku atau tindakan manusia. Penelitian ini bertujuan untuk menganalisis motivasi karakter utama dalam novel *Yellowface* karya R.F. Kuang dalam mencapai kesuksesan sebagai penulis terkenal. Fokus utama penelitian ini adalah mengidentifikasi kebutuhan yang belum terpenuhi dalam memotivasi karakter Juniper Hayward serta bagaimana ia memotivasi dirinya untuk memenuhi kebutuhan yang belum terpenuhi tersebut. Penelitian ini menggunakan teori motivasi Abraham Maslow dengan pendekatan psikologi dalam kajian sastra. Hasil analisis menunjukkan bahwa motivasi utama Juniper didorong oleh kebutuhan penghargaan yang belum terpenuhi, meskipun kebutuhan dasar seperti fisiologis, keamanan, dan cinta dan rasa memiliki telah tercukupi. Beberapa faktor yang memotivasi Juniper untuk melakukan berbagai upaya diantaranya, perasaan tidak puas atas pencapaian diri, perasaan iri dan cemburu, mendorongnya untuk melakukan berbagai upaya untuk mencapai kesuksesan sebagai penulis terkenal, termasuk tindakan tidak etis seperti plagiarisme, manipulasi dengan memanfaatkan hubungan pribadi demi kepentingan pribadi, dan rebranding identitas. Upaya tersebut pada akhirnya berhasil mendapatkan self-esteem dan pengakuan dari orang lain. Temuan ini menunjukkan bahwa kebutuhan penghargaan yang tidak terpenuhi dapat memotivasi seseorang untuk melakukan berbagai tindakan bahkan mengambil langkah ekstrem demi mencapai tujuan tertentu.

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CHAPTER I

INTRODUCTION

This chapter consists of the research background of the study, the problems of the study, the significance of the study, the scope and limitations, and the definition of key terms

A. Background of the Study

Every human being has ambitions to fulfill desires or achieve certain goals. Ambition is formed from internal drives that act as constant motivational urges. Every drive has a source, a goal, and an object to be achieved. With a strong motivation, a person make greater efforts to achieve their ambitions. Motivation can be understood as the strength or energy that can give birth to the level of persistence and enthusiasm in carrying out activities, either from within oneself or from outside the individual. The components that make up motivation include encouragement, needs, and goals. Motivation is an active energy that triggers changes in the psyche, feelings, and emotions in individuals, so that it encourages these individuals to do something based on goals, needs, or ambitions that must be satisfied (Feist dkk., 2017a; Widodo, 2020)

Motivation comes from the word *motive*, which in Latin is referred to as *movero*, which means to move or push. Thus, motive refers to an energy that moves or encourages an individual to act. Therefore, things that influence motives are called motivation. To find out why someone behaves or acts in a certain way, it can be known that the behavior is related to motivation (Mawarni dkk., 2024).

This is by Maslow's assumption that motivation is complex, which means that individual behavior can arise from several motivations. Second, Maslow says that motivation can be seen from a variety of specific reasons. Third, an individual is often motivated by recurring needs. To be precise, when a need has been met, it usually diminishes in strength and is replaced by another need. Finally, all humans are motivated by the same basic needs, which Maslow grouped into five levels of needs, including: physiological needs, safety needs, love and belongingness needs, esteem needs, and self-actualization needs. These needs are organized in the form of a hierarchy (Feist dkk., 2017b).

Motivation in literature is similar to what happens in reality. Motivation is the drive within a character to do something they want. It can be a drive, a need, or a goal that influences a character's actions and decisions in the story. With motivation, readers can better understand the reasons behind a character's actions and feel a deeper emotional connection. Thus, motivation is an important aspect in story development because it can help readers explore the background, internal conflicts, and emotions of the characters more deeply (Indriani & Rahayu, 2023; Separ & Owa, 2023).

Character motivation can be analyzed more deeply by using a literary psychology approach. One of the relevant psychological theories to understand motivation in literary works is the motivation theory developed by Abraham Maslow. In this theory, motivations are needs that can be formed into a hierarchy (Maslow, 1943, p. 1970 in Feist et al., 2017b). The hierarchy consists of five levels of needs, including: physiological needs, security needs, social or love and

existence needs, appreciation needs, and self-actualization needs (Feist et al., 2017b).

Yellowface by R.F. Kuang, published in 2023, is one example of a fictional story that depicts character motivations with deep psychological complexity. *Yellowface* tells the story of Juniper Hayward, a white writer who steals the manuscript of her deceased best friend, Athena Liu, an Asian-American writer, and publishes it under her own name. Not only does June claim her work as her own, she also manipulates information and identities, and tells lies (Nguyen, 2023). June's ambition to become a famous writer, her envy of Athena's success, and her sense of inferiority and desire for validation are the main drives that influence her actions and moral decisions.

This research was chosen based on the importance of understanding the main character in *Yellowface* in terms of psychology. June Hayward exhibits excessive ambition, a sense of inferiority, envy, anxiety, and a search for validation, which can be analyzed using Maslow's motivation theory. By using this theory, researchers can analyze how basic esteem need play a role in shaping June's motivation to achieve her fame as a famous writer. By examining June's motivation, this research is expected to provide a deeper understanding of how motivation is formed from ambition and social pressure that can create unethical and manipulative actions to achieve personal goals.

It is hoped that this research provides a broader discussion about character motivation in literary works. Within literary analysis and literary psychology

studies, this research shows how R.F. Kuang explores motivation as a key driver in the development of the plot, as well as a tool to reveal uncontrolled human ambition. Thus, this study is not only relevant but also important as it contributes to enriching interdisciplinary literary and psychological studies.

Based on previous studies, it has been proven that Maslow's theory of motivation is effective in analyzing fictional characters. This theory explains that human actions are influenced by the fulfillment of needs arranged in a hierarchy. Maslow states that a person's motivation comes from the drive to fulfill five basic needs. Therefore, researcher used ten previous studies as a basis or reference to support this study. Eight of these studies employed Maslow's Hierarchy of Needs theory in analyzing fictional characters but used different subjects. These studies explored the hierarchy of needs in the main characters of novels and films. Although these previous studies focused on a more specific hierarchy of human needs, the hierarchy of needs is fundamentally part of the motivation theory that explains the drives arising from basic human needs to take action or behave in certain ways.

Nurhasanah et, al. (2023) in *Love and Belonging Needs in Istiqomah's Novel Seribu Musim Merinduimu* showed that the main character faced various trials in fulfilling the needs of love and belonging because she loved a married man, but finally managed to fulfill these needs after going through various obstacles (Nurhasanah dkk., 2023). The results of research conducted by Yunadi et al. (2023) in *Sophie's Needs in Rooftoppers Novel by Using Maslow's Theory of Hierarchy of Human Needs* showed that Sophie managed to meet all her needs,

ranging from physiological needs, security needs, love and belonging needs, appreciation needs, and self-actualization through her actions, dialogue, habits, and thoughts (Yunadi dkk., 2020). In addition, six other studies that use Maslow's hierarchical needs theory, but use different objects, including those conducted by: Virginia & Robert (2022), Nurlela et, al. (2022), Mustafa et, al. (2023), Lestari et, al. (2019), Hutaurok (2023), and Syafitri & Nurizzati (2021) (Hutaurok, 2023; Lestari dkk., 2019; Mustaf dkk., 2023; Nurlela dkk., 2022; Syafitri & Nurizzati, 2021; Virginia & Satria, 2022).

There are two other studies that take the novel *Yellowface* by R.F. Kuang as the main object. Bosma (2023) in his thesis entitled *From Fantasy to Realism: R.F. Kuang's Exploration of Postcolonial Themes* which examines the relationship between all of Kuang's works and the issue of postcolonialism. One of Kuang's works examined by Bosma with postcolonialism issues is *Yellowface*. Bosma examines how *Yellowface* illustrates cultural appropriation and issues of authenticity in writing in the context of the shift from fantasy to literary realism. Meanwhile, Kaimuddin (2024) in her research entitled *Negotiating Identity of the Main Character in the Novel Yellowface by R.F. Kuang*, examined the identity negotiation process of the main character, June Hayward, using Stuart Hall's theory. Her research shows that June's identity is shaped by cultural interaction, historical context, power and hegemony, as well as fluidity and hybridity, by utilizing the concept of “keeping face” from Asian culture for personal gain (Bosma, 2024; Kaimuddin, 2024).

Based on the ten studies described above, it appears that research on fictional characters using Maslow's hierarchy of needs theory, which is part of motivation theory, has been conducted by Yunadi et al. (2023) and Nurhasanah et al. (2023), but with different research objects, namely the novels *Rooftoppers* and *Seribu Musim Merinduimu*. Meanwhile, the research conducted by Bosma (2024) and Kaimuddin (2024) examined *Yellowface* by R.F. Kuang, but their studies did not focus on Maslow's motivation theory. Therefore, character analysis in *Yellowface* using Maslow's motivation theory has not been extensively conducted. This presents a significant opportunity for further exploration, as psychological approaches like Maslow's motivation theory can offer new perspectives on the main characters' motivations in achieving their ambitions and needs in *Yellowface*.

B. Problem of the Study

The problem to be discussed in this study is the motivation of the main character of *Yellowface* by R. F. Kuang based on the background of the study above. Therefore, the questions of this research are as follows:

1. What are the unmet needs that motivate the main character to become a famous writer as described in R.F. Kuang's *Yellowface*?
2. How does the main character fulfill the unmet needs to be a famous writer?
3. What achievement does the main character gain as a result of fulfilling unmet needs related to becoming a famous writer?

C. Significance of the Study

This research is expected to make significant contributions both theoretically and practically. Theoretically, this research is expected to contribute to the development of literary psychology by applying Maslow's motivation theory which includes the Hierarchy of Needs to examine the motivation of the main character in *Yellowface* by R.F. Kuang. By analyzing various levels of needs ranging from physiological needs, security needs, love and belonging needs, appreciation needs, to self-actualization needs in Juniper Hayward's character. This research is also expected to add to the discussion related to character motivation in literary works. Practically, this research can be a reference for academics, students and researchers who are interested in literary psychology studies, especially in analyzing character motivation using Maslow's motivation theory.

D. Scope and Limitations

There are several limitations that need to be considered to ensure focus and depth of analysis. First, this research focuses on the main character, Juniper Hayward, and does not discuss supporting characters in detail. Second, the theory used in this research is Abraham Maslow's motivation theory, which includes the Hierarchy of Needs. The Hierarchy of Needs consists of five levels of needs, including: physiological needs, security needs, love and belonging needs, appreciation needs, and self-actualization needs. Third, the analysis in this study does not thoroughly discuss themes or socio-cultural criticism, except when it is directly related to the interpretation of motivation in the characters. These

limitations are expected to help researchers to focus more on analyzing Juniper Hayward's motivation and provide opportunities for further research on motivational themes in literature.

E. Definition of Key Terms

1. Motivation :

Motivation is the energy that can trigger a person's behavior.

Motivation can be seen from certain reasons that move a person to act.

Motivation can be a collection of needs that can be formed into a hierarchy (Feist dkk., 2017b, p. 270).

2. Hierarchy of Needs:

The hierarchy of needs is proposed by Abraham Maslow, which states that humans have five levels of needs that must be met in order. Lower-level needs must be met or sufficiently met first before higher-level needs can be active. This hierarchy includes five levels of motivational conative needs, including: physiological needs, security, love and belonging, appreciation, and self-actualization (Feist dkk., 2017b, p. 270).

CHAPTER II

REVIEW OF RELATED LITERATURE

In this section, researcher explains the theoretical framework underlying this research. First, the literature review on the psychological approach in literary criticism is explained. Then, focus on Abraham Maslow's theory of Motivation.

A. Psychological Approach in Literary Criticism

Psychology is the study of the human mind and aspects such as perception, cognition, emotion, and behavior. The main focus is on exploring how humans think, feel, and act in all situations. By the end of the 19th century, psychology had become a recognized discipline of its own, precisely when scientists such as Wilhelm Wundt, William James, and Sigmund Freud separated psychology from other disciplines, such as other fields of science such as biology, philosophy, and medicine, by making the study of the mind within a scientific framework (Boeree, 2008, p. 7).

Connection between psychology and literature can be seen through how literary works depict characters with psychological conflicts, characterizations, and internal dynamics related to psychological conditions. Authors often explore the psychology of the characters created in literary works, thus creating characters with emotions, motivations, desires, and actions that show human psychological reality. Thus, in literary research, the psychological approach becomes a tool to understand more about the character and the inner conflict experienced by the character (Endraswara, 2008, P. 12 in Minderop, 2010). In addition, literature and

psychology can also collaborate in their roles, namely utilizing the same pedestal, namely making human experience as material for analysis (Endraswara, 2008 in Minderop, 2010).

By using a literary psychology approach, readers and researchers can explore more deeply the psychological background of the main character, both emotional problems and complex behaviors. This approach also contributes to the understanding of how literature represents psychological conditions that cannot be explained through narrative or language style alone. In addition, this approach offers researchers to examine the motivations behind the behavior of fictional characters, and relate them to psychological experiences that reflect real life.

The psychological conflicts that are important elements in influencing story development and resolution include behavioral disorders, trauma, and inner tension experienced by fictional characters in literary works. For example, characters in novels and dramas may experience difficulties in finding self-identity, struggle with past trauma, or struggle with internal conflicts that affect the character's relationship with the environment around them (Minderop, 2010).

Although psychology and literature have a close relationship in conducting psychological studies on fictional characters, it is not impossible for literary researchers who use a psychological approach to experience several challenges. One of them is literary researchers who do not comprehensively understand psychological concepts, so these researchers do not observe psychological aspects related to character and character behavior. On the other hand, psychology

researchers also feel reluctant to understand more about literature. Finally, research that connects literature and psychology with literary works as material for analysis, then what happens is that literary aspects are unwittingly forgotten to be included. This makes psychological literary research studies only focus on psychology.

Thus, researching literary works with a psychological approach must precede literary theories. In other words, the study of literary texts that reflect the characterization of characters who experience psychological problems must be researched. For example, by using techniques such as telling (depiction directly made by the author) and showing (depiction of character through piercings and dialog), where these techniques play a role in revealing the psychological condition of the character. Not only that, point of view, language style are also important elements in presenting psychological aspects in literary works (Minderop, 2010)

B. Abraham Maslow's Theory of Motivation

The motivation theory is a theory introduced by Abraham Horald Maslow through his article entitled *A Theory of Human Motivation* in 1943, then this theory was further detailed in 1954 in his book entitled *Motivation and Personality*. This theory is known to be one part of the humanistic approach in psychology, where the approach emphasizes human potential to achieve self-actualization (Feist dkk., 2017b; Maslow, 1943)

Motivation is the drive that exists in humans to do something or achieve certain goals. Maslow says that motivation is the need that underlies human behavior or action, and is dynamic and complex. In psychological phenomena, motivation can affect the behavior of an individual. In addition, motivation is not just an impulse in humans, but also a complex interaction of various influencing factors (Maslow, 1970)

There are several important concepts in understanding motivation, including: first, human motivation rarely achieves perfect satisfaction, because humans are creatures who always want something. Second, in everyday life, motivation can drive one action or become a channel for another drive to underlie another action. Third, motivation is dynamic, which means that when someone is rejected, it causes stress, tension, and unhappiness, so motivation appears as a response within the individual. Then the motivation triggers other actions, such as defensive efforts to protect themselves, the desire to regain affection, and the accumulation of hostility or hatred. Thus, motivation can be understood as a dynamic and complex psychological process, as it involves various drives that are interrelated and can change over time (Maslow, 1970, p. 21–25).

Maslow's theory has several names, such as transpersonal, humanistic, third force in psychology, fourth force in personality, needs theory, and self-actualization theory. However, Maslow calls it holistic-dynamic, because this theory assumes that humans as a whole are always motivated by one or more basic needs and have the potential to develop towards psychological health or self-actualization. As for achieving selfactualization, a person must first meet his

needs at a lower level, such as physiological needs, security, love and belonging, and appreciation (Feist et al., 2017b).

Maslow also criticized some approaches of psychoanalysis and behaviorism, which he thought were too narrow in seeing human potential. He believed that humans have some traits that are more complex than just biological drives or learned habits. Thus, Maslow developed a broader theory of motivation, organizing basic human needs into a hierarchy. He built his motivation theory based on several basic assumptions about human motivation (Feist et al., 2017b).

First, a holistic approach to motivation, which means that a person is motivated not only in parts or certain functions, but as a whole. Second, motivation is complex, which means that an individual's behavior can be triggered by several motivations or various needs at once. For example, a student's desire to get high grades may mask the real motivation, which is the need for power or dominance. Third, a person is motivated by certain needs continuously. When a person has fulfilled one need, the need diminishes in strength and is replaced by another need (Feist et al., 2017b).

The fourth assumption is that all humans around the world are motivated by the same needs, although the way they are fulfilled differs depending on culture and social context. Finally, the assumption about motivation is that needs can be arranged in a hierarchy. Maslow says that lower-level needs must be met before higher-level needs become a source of motivation. This hierarchy consists

of five conative or basic needs, which means needs that encourage or motivate (Feist et al., 2017b).

A person's motivation continues to develop along with the fulfillment of needs at the previous level. When physiological needs have been met, other higher needs gradually emerge. Maslow's motivation theory describes this through five basic needs in the hierarchy as follows:

1. Physiological needs

the most basic need and has the greatest motivation of every human being is physiological needs. The need for food, water, oxygen, and maintenance of a stable body temperature and so on are included in physiological needs. Maslow said that when someone is hungry, the main focus is to get food, so the need to get appreciation becomes less of a concern. Physiological needs in a well-off society are often met automatically, so if they feel hungry, it is not because they are actually hungry, but just an appetite. Someone whose physiological needs are not met is constantly thinking about food, so they are willing to do anything to get food (Feist et al., 2017b).

2. Safety Need

After physiological needs are fulfilled, a person is motivated to fulfill the need for safety. These needs include protection from physical threats, stability, freedom from threatening things such as war, terrorism, disease, anxiety, fear, danger, riots, and natural disasters. The need for order, law and order, is also included in this need. The safety needs are more often needed by children because

they are more vulnerable to threats than adults. However, adults also need to fulfill security needs, as they feel unreasonable fear from childhood that carries over into adulthood. Thus, they spend more energy than a healthy person needs. If these security needs are not properly met, they experience basic anxiety (Feist et al., 2017b).

3. Belongingness and love needs

Someone who has fulfilled their physiological and safety needs is motivated to fulfill their love and belongingness needs. These needs include the desire to make friends, the need to be part of a family, the need to have a partner and children, a community, association, or country. Thus, these needs include some aspects of sexuality, relationships with other humans and the need to give and get love (Feist et al., 2017b).

There are several categories of groups that get the need for love and belonging. First, the group of people who get enough love and affection since childhood, then they do not feel panic when their love is rejected. Because this group believed that they were accepted by the people who are important to them, when others reject them, they do not feel devastated. Secondly, the group that never received love and existence. So, these people are incapable of giving love. Maslow believed that people who have never been hugged, touched, or received any form of love learn not to prioritize love and become accustomed to its absence. The third group consists of people who receive little love and attention. Therefore, people like this are motivated to seek it out. Thus, people in this group

have a greater need for affection and acceptance compared to the first and second groups (Feist et al., 2017b).

Children and adults need love so that they can grow psychologically and to get it in an honest and direct way. However, sometimes adults try to get love by hiding their true feelings. Thus, they often pretend to be unfriendly to others, being cold, cynical, and rude in interpersonal relationships. In addition, they present themselves as independent and free individuals, yet they destroy their own success by struggling so hard for love. Their incessant pleading for acceptance and affection makes others unkind, suspicious and difficult to approach (Feist et al., 2017b).

4. Esteem Need

Someone who has fulfilled their need for love and belonging is free to pursue their need for esteem. This need includes self-respect, ability, confidence, knowledge that is highly valued by others. Maslow (1970) divides the two levels of need for esteem including, reputation and self-esteem. The perception of prestige, recognition, or fame possessed by a person is referred to as reputation. Meanwhile, self-esteem is an individual's feeling that he is useful or valuable and confident. Both reputation and prestige form the basis of self-esteem. The desire for power, success, achievement, sufficiency, mastery, ability, confidence before the world, independence and freedom is a description of self-esteem. Thus, self-esteem is based on real abilities and not just based on the opinions of others. After

fulfilling the need for recognition, a person is ready to pursue self-actualization, which is the highest level of need expressed by Maslow (Feist et al., 2017b).

5. Self-actualization Needs

When someone has fulfilled their basic needs, they automatically move on to the next level. However, someone who has fulfilled their need for recognition does not always move on to the level of self-actualization. Maslow initially assumed that self-actualization would emerge when the need for esteem was met. However, in 1960, Maslow found that many of the students across the country, one of them on the Brandeis campus, had met low-level needs, including reputation and self-esteem, but they did not seek to self-actualize (Frick, 1982; Hoffman, 1988; Maslow, 1971 in Feist et al., 2017b).

The things that include the need for self-actualization are self-fulfillment, being aware of all their potential, and wanting to be as creative as possible (Maslow, 1970 in Feist et al., 2017b). Someone who has been at the level of self-actualization expresses their basic needs and does not allow themselves to be pressured by the social environment. A self-actualized person can defend themselves even when they are rejected, undermined, and abused by others. In addition, they do not depend on love and the need for recognition, so they become independent selves after the basic needs that give them strength. However, if someone does not uphold B (Being-Values) values such as honesty, beauty, and justice, then they cannot achieve self-actualization, even if other basic needs have

been met. In addition, people who uphold these values can achieve self-actualization after their esteem needs have been met (Feist et al., 2017b).

CHAPTER III

RESEARCH METHOD

This chapter discusses the research methodology which includes research design, data source, data collection, and data analysis.

A. Research Design

This research falls under the category of literary criticism, as the researcher prioritizes in-depth analysis of literary works using a literary psychology approach. The researcher chose this approach because it aims to analyze the motivation of the main character, Juniper Hayward in R.F Kuang's *Yellowface*. Focusing on analyzing June's motivation in achieving fame as a writer by using Abraham Maslow's motivation theory, which includes the Hierarchy of Needs. The Hierarchy of Needs consists of five levels of needs: physiological, security, love and belonging, recognition, and self-actualization. Using this theory, researchers identified June's motivation based on her actions in achieving fame.

B. Data Source

The main data in this research comes from a novel entitled *Yellowface* by R.F. Kuang which was published in May 2023. This novel was published by William Morrow with a total of 245 pages. As for the secondary data in this study, in the form of supporting literature such as books, journals and articles that are relevant to Maslow's Motivation theory.

C. Data Collection

Researchers used several stages in collecting data. First, reading R.F Kuang's *Yellowface* in depth and understanding the storyline and motivation of the main character, Juniper Hayward. Second, highlighting sentences, dialogues, actions or behaviors that are relevant to June's motivation in achieving fame as a writer. Third, classify the data based on Maslow's five levels of needs: physiological needs, security needs, belongingness and love needs, appreciation needs, and self-actualization needs. In addition, the results of this classification are used to identify unmet needs and how these become the main drivers of the main character's motivation to act in order to achieve their goals.

D. Data Analysis

After classifying Juniper's main character's sentences, dialogues, actions, and behaviors related to the five levels of needs according to Abraham Maslow's motivation theory, the researcher then determined the types of needs that are the basis of the main character's motivation. Each grouped piece of information was used to understand how physiological, safety, and love needs as well as belongingness, esteem, and self-actualization influenced the main character's internal drive to behave. The analysis focuses on revealing which needs are most dominant in motivating the main character, as well as how dissatisfaction or helplessness in fulfilling a need drives her to take various actions to achieve a certain goal. In doing so, the analysis aims to show the relationship between perceived needs and the actual manifestation of the main character's motivation in the narrative.

CHAPTER IV

FINDING AND DISCUSSION

In chapter four, the researcher presents and analyzes the research data to answer the research question regarding the main character's motivation to become a famous writer as depicted in R.F. Kuang's *Yellowface*. The focus of this research analysis reveals the unmet needs that motivate the main character, Juniper Hayward, and how Juniper motivates herself to fulfill these unmet needs. This analysis uses Abraham Maslow's theory of motivation, which explains that motivation arises because of unfulfilled needs. Thus, this research also refers to the Hierarchy of Needs as part of the motivation, which outlines five levels of human needs that can encourage the main character to take an action in achieving her goal as a famous writer.

A. Unmet Needs that Motivate the Main Character

Juniper Hayward's motivation to become a famous writer can be understood through the theory of motivation proposed by Abraham Maslow. This theory explains that motivation arises because of unfulfilled needs. In this case, Maslow identified five basic human needs that can motivate individuals to act when one or more of these needs are not met. These needs include physiological needs, security, love and belonging, esteem, and self-actualization needs. In her efforts to achieve fame as a writer, not all needs are met by Juniper Hayward. The unmet needs trigger a strong urge for June to take action to achieve her goals. The following discusses the met and unmet needs that motivated Juniper to achieve fame as a writer.

1. Physiological needs

Physiological needs are the most basic needs for humans which include eating, drinking, and shelter. In this need, a person tries to fulfill physical needs in order to survive (Mahmudah, 2022; Nasution, 2023). In *Yellowface*, Juniper as the main character experiences sufficiency in fulfilling physiological needs. Juniper is able to support herself, but she feels dissatisfied because she always compares herself to Athena who is richer and more successful. Thus, causing Juniper to feel dissatisfied with her living conditions.

This is in line with the view that in affluent societies, the fulfillment of physiological needs is often taken for granted, leading to dissatisfaction not from real deprivation, but from differences in living standards. Affluent people are usually not really hungry in the sense of needing nutrients and energy, but rather a taste or desire for certain foods or a higher lifestyle (Feist et al., 2017b). In this case, June's dissatisfaction was not because her physiological needs were not met, but rather because of her higher appetite and desire to live like Athena.

However, June's situation began to change after receiving royalties from her book *The Last Front*. In this novel, it is explained that June managed to sell enough books that she earned a large profit. With the royalty money, June can fulfill her various physiological needs. This can be seen in the following quotation:

"I move to a nicer apartment—nothing quite as fancy as the Dupont place Athena had leased, but nice enough that anyone who visits will assume I have inherited wealth. (Yellowface, p. 73)

The quote shows the fulfillment of physiological needs in the form of a more decent place to live. Based on Maslow's theory of motivation, motivation can arise when these needs are not yet fulfilled. One of the basic needs that motivates individuals to do something to fulfill needs is physiological needs, including the fulfillment of a decent place to live. Shelter is an important element because it can provide physical comfort, protect the body from extreme weather, and maintain survival (Mahmudah, 2022).

The following is an quotation from the physiological needs:

“I start shopping at Whole Foods. I become addicted to their jalapeño corn bread. (Yellowface, p. 73) “

The data shows the fulfillment of physiological needs in the form of better quality food. Based on motivation theory, physiological needs are the most basic and important for humanity, one of which is the need to eat. Hunger and nutritional fulfillment are the main motivations for humans to survive, so these food needs are the most important needs that must be fulfilled (Feist et al., 2017; Mahmudah, 2022).

Based on the two data above, it shows that June's physiological needs related to food and shelter have been met even before getting royalties. However, even though her basic needs have been met, June feels dissatisfied because she puts her standard of living like Athena. This motivates June to continue to improve her quality of life in order to reach a higher position and be recognized as a famous writer.

2. The Safety Needs

Safety needs include protection from physical threats, stability, freedom from threatening things such as war, terrorism, disease, anxiety, fear, danger, riots, natural disasters, order, and the law of order (Feist et al., 2017b). In addition, someone who has fulfilled their physiological needs seeks security in their life, both in terms of health care and availability, such as savings accounts, education, insurance policies, and so on (Nasution, 2023). In *Yellowface*, June also has the drive to fulfill her security needs, especially when she managed to get a big royalty from her book *The Last Front*. This success gave June financial stability and made her feel more secure in her life. This can be seen in the following quote:

“I write a check for the entirety of my remaining student debt, lick the envelope, and send it off to the Department of Education. No more Nelnet emails for the rest of my life, thank God.” (Kuang, 2023, hlm. 73)

The quote shows that June is trying to achieve financial security by paying off her student debt, so that she no longer feels worried by payment demands. Safety needs include stability, freedom from threats such as war, disease, fear, anxiety, disaster and so on (Feist et al., 2017; Nasution, 2023). In this context, the stability in question is financial stability, which is one of Juniper’s impulses or motivations to pay off her student debt. The repayment made she feel more secure and financially stable. This motivated her to pursue her goal of becoming a writer. So that the fulfillment of this need not only reduces her anxiety but also opens up opportunities for June to be more serious in her work.

The following is an quotation from the safety needs:

“I get health insurance. I go to the dentist, and when it turns out I’ll have to fork over several thousand dollars to get all these undetected cavities drilled out, I pay the bill without blinking. I see a primary care physician, even though there’s nothing wrong with me, just for a physical, just because I can. (Yellowface, p. 73)”

In this quotation, it shows that June also seeks to fulfill health security by getting health insurance and undergoing treatment that was not fulfilled before. This gives her a sense of physical and mental security as she does not have to worry about health issues. Thus, after Juniper earned royalties, her financial and health security needs were met.

In addition to financial safety and physical health needs, security from threatening forces such as anxiety and fear or psychological security are important needs in a person's life. In *Yellowface*, while her physiological and financial security needs have been met, she also feels threatened by her psychological security when Athena's records are about to be published.

This makes Juniper feel threatened, afraid and anxious that the secret about Athena's theft of *The Last Front* manuscript could be revealed. These feelings motivate Juniper to maintain her new identity as a successful writer. This is because if his lies are exposed to the public, his career as a writer could be over. Thus, Juniper relies on the sense of security that she creates through this new identity, in an effort to maintain the status and reputation that June has built. The data below shows how June feels threatened, prompting her to commit immoral acts. This is illustrated in the following quote:

“One day, I see a headline from the Yale Daily News that makes my stomach drop. “Yale Acquires Athena Liu’s Drafting Notes,” it reads. From the opening paragraph: “Late novelist and Yale alumna Athena Liu’s notebooks will soon become part of the Marlin Literary Archive at the Sterling Memorial Library. The notebooks have been donated by

Liu's mother, Patricia Liu, who has expressed her gratitude that her daughter's notebooks will be memorialized by her alma mater . . ." Shit. Shit, shit, shit. Athena did all her outlining in those stupid Moleskine notebooks. She's spoken publicly about this process. ... But a public archive? I mean, fuck. The first person who goes in to write a paper about her—and there will be many, I'm sure—will see the notes for The Last Front right away. I'm sure they're extensive, detailed. That'll be a dead giveaway. Then this whole artifice unravels." (Yellowface, p. 41)

The quote shows the panic that suddenly arose when she saw the news and gave an expression with a sense of anxiety for fear that the secret of plagiarism would be revealed. This made June feel threatened that she would get rejection from the public and risk losing her reputation and career as a writer. In this case, the fear of rejection makes him do self-defense, this is in line with the opinion put forward by Maslow when someone is rejected it causes stress, tension, and unhappiness, so motivation can arise as a response within the individual. Then the motivation triggers other actions, such as defensive efforts to protect themselves from threats (Maslow, 1970, pp. 21-25). Thus, this defensive effort is an attempt to maintain his reputation and status as a writer.

"I don't have time to calm myself, to think things through. I need to nip this in the bud. Heart racing, I reach for my phone and call Athena's mother." (Yellowface, p. 41)

The quote is June's quick reaction to secure the situation by contacting Athena's mother, Mrs. Liu. In *Yellowface*, June manages to persuade Mrs. Liu not to give Athena's writings to the Marlin Archive. In an attempt to persuade Athena's mother, Juniper pretends to understand Mrs. Liu's grief and shares personal stories that are largely untrue, in order to appear sympathetic and emotionally closer.

In addition, June convinced Mrs. Liu that Athena's writings were still raw and unfinished thoughts, and therefore not worthy of publication. In fact, she compared the situation to the act of displaying a dead body and gave a dramatic impression. This tactic succeeded in making Athena's mother not give her the writings. In this case, June's action was a response to tension, so she took this defensive action to protect herself, even though the response was done by manipulating others.

According to Maslow (1970), when someone feels threatened, they may take defensive actions as self-protection. In this case, Juniper's motivation was driven by safety needs, especially maintaining her reputation as a writer. This motivation encouraged Juniper to act to protect herself by manipulating Athena's mother not to publish Athena's writings. This action is a form of effort to fulfill her safety needs, so that the situation she faces does not get worse.

3. The Love and Belonging Needs

Love and belonging needs are needs at the third level in Maslow's hierarchy of needs. These needs include affiliation, a sense of wanting to be part of a family, association, community environment, friendship or country (Feist et al., 2017b). The motivation that arises from this need relates to the drive to gain acceptance and emotional support from others such as friends and family.

In *Yellowface*, Juniper's motivation as the main character tries to fulfill the need for love and belonging can be seen below:

"I've never been so myself with her. We've known each other for over nine years now, but I've always been so guarded in her presence—in part because I'm nervous she'll realize I'm not half as brilliant or interesting as she thinks, and in part because of what happened freshman year. But tonight, for the first time in a long time, I don't feel like I have to filter every word I say. I'm not struggling to impress Athena Fucking Liu. I'm just hanging with Athena" (Yellowface, p. 16-17)

The quote shows how the need for love and belonging has been fulfilled because Juniper feels free and comfortable being herself when she is with Athena. During this time, June had always maintained an image and behaved carefully to look good, attractive, and smart in front of Athena. However, in that moment for the first time she felt no need to pretend and filter her words. The feeling of being herself without fear of being understood shows acceptance, proving that Juniper felt accepted and valued in the friendship.

This is in line with the theory of motivation expressed by Maslow, where the need for love and belonging includes the desire to be appreciated, accepted, and have a close relationship with others. In this need, a person seeks interpersonal relationships that provide emotional support and a sense of attraction. In this context, Juniper and Athena's friendship provides a space for Juniper to be accepted without having to be someone else. Thus, with this honest relationship and sense of acceptance, June succeeded in satisfying her need for love and belonging.

Quotes that show the need for love and belonging:

"I've been really happy with the support I'm getting g at Eden." (Yellowface, p. 72)

The quote has fulfilled the need for love and belonging because it shows how happiness arises from the social support received by her work environment at

Eden. Juniper feels supported and accepted by the people around her, thus showing positive relationships and social connections. This support provides a feeling of being cared for and valued, thus creating happiness arising from interpersonal relationships.

According to Maslow's motivation theory, the need for love and belonging includes two aspects: receiving love and giving love. In this context, June receives love in the form of support and acceptance from social groups. When a person is supported, accepted by a certain community, and interpersonal relationships exist, this motivates them to maintain positive relationships. In this case, June felt more motivated because the work environment accepted and supported June, so she felt part of the group.

Quotes that show the need for love and belonging:

“The first time I get tagged in a bad review on Twitter (All the hype led me wrong, won’t be reading anything more from this author), I text Marnie Kimball and Jen Walker, my new friends from the BookCon after-party. They’d given me their numbers and insisted that I reach out if I was ever having a hard time navigating the industry. Since then our group chat, cheekily named “Eden’s Angels,” has been my go-to source of support and industry gossip.(Yellowface, p. 77)

The quote shows the need for love and belonging because it shows the existence of social support and friendship. When June was having trouble with the bad reviews of her published book, June immediately contacted her friends in the group “Eden’s Angels” who became a source of emotional support. The sense of concern from her friends shows the fulfillment of the need for love and belonging for social relationships and feelings of acceptance.

“Right now, though, I just want to be near someone who doesn’t hate me on principle. “Hey, Junie.” She envelops me in a hug, and the touch alone makes my eyes sting with tears. No one’s hugged me in so long. “Is everything all right?” “Yeah, of course—I was teaching a workshop in Boston, and it’s just finished, so I thought I’d make a pit stop here before I head back home.” “Well, you’re always welcome here.” Mom turns, and I follow her into the house. She doesn’t ask how the workshop went. Her blatant disinterest in anything that has to do with writing always stung when I was younger, but today, it’s a comfort”. (Yellowface, p. 189-190)

The quote reflects the need for love and belonging because it shows how the main character wants to be near someone who can provide emotional support. Although in *Yellowface* her relationship with her mother is sometimes imperfect, her presence provides a sense of comfort and unconditional acceptance. Hugs and the words “Well, you’re always welcome here.” are forms of affection that show that June always has a place to return to and is fully accepted into the family.

Support from family is very important for June’s psychological well-being, because basically every human being has a need to receive and give affection. In accordance with Maslow’s theory, the need for love and belonging is not only in romantic relationships but also in family and friendship relationships that provide a sense of acceptance and affection (Feist et al., 2017). Fulfilling these needs motivates Juniper to persist and feel stronger in facing the pressures of life, because Juniper knows that family is a safe and loving place that always accepts her.

4. The Esteem Needs

Esteem needs are at the fourth level after physiological needs, security needs, and love and belongingness needs. These needs relate to self-esteem from others. Self-confidence, achievement, competence are included in self-esteem. While self-esteem from others includes recognition, respect, status, and

reputation. If these needs are met, then a person feels more confident and appreciated. However, if they are not met, then the individual feels inferior, unappreciated, and weak (Feist et al., 2017, p. 273). In *Yellowface*, it can be seen that June is trying to fulfill the need for esteem in her life. This need for esteem arises through June's desire to be recognized as a talented and successful writer. The need for esteem can be seen from the following quote:

"It seemed like I had finally Made It, that all my dreams of fame and success were about to come true, until my launch day drew closer, and my first print run was reduced from ten thousand to five thousand copies, my six-city book tour was reduced to three stops in the DMV area, and the promised quotes from famous writers failed to materialize. I never got a second printing. I sold two, maybe three thousand copies total. My editor was fired during one of those publishing squeezes that happen every time the economy dips, and I got passed along to some guy named Garrett who has so far shown so little interest in supporting the novel that I often wonder whether he's forgotten about me entirely" (Yellowface, p. 8)

Specifically, Juniper felt a momentary happiness when she felt that she had finally "*made it*" and all her dreams of fame and success had been realized, but the reality was the opposite. Where the first print run of her book, which was originally planned for ten thousand copies, was reduced to five thousand, book tours were cut, lack of support from editors, promises of quotes from famous authors did not materialize, and low book sales. These situations made June feel that she had failed to achieve the status of a successful writer, which meant that her esteem needs were not fulfilled.

June's esteem needs are not fulfilled because she has not received self-esteem and recognition from others. According to Maslow, esteem needs include two aspects, namely, reputation and self-esteem. Reputation includes prestige, recognition, fame and acknowledgement from others, while self-esteem includes achievement, success, adequacy, ability, confidence before the world. In this situation, June did not achieve success and was not recognized by the publisher,

so she was not valued. Therefore, the situation shows that June's esteem needs have not been fulfilled. This unmet need then motivates June to try harder and find ways to be recognized and appreciated by others, so that she can rebuild her confidence and reputation.

Furthermore, the quote that shows that June's need for esteem has not been met can be seen as follows:

"Though I feel the vicious kind of jealousy, too, watching Athena talk about how much she adores her editor, a literary powerhouse named Marlina Ng who "plucked me from obscurity" and who "just really understands what I'm trying to do on a craft level, you know?" I stare at Athena's brown eyes, framed by those ridiculously large lashes that make her resemble a Disney forest animal, and I wonder, What is it like to be you? What is it like to be so impossibly perfect, to have every good thing in the world?"(Yellowface, p.12)

The quote clearly shows that June's esteem needs have not been fulfilled. This is because June is not like Athena who received great support from an important figure in the publishing world, thus helping Athena get out of career obscurity and achieve success. In this case, it made June feel envious and insecure about all the professional support and success that seemed to come so easily to Athena. This is reflected in the sentence, *"What is it like to be you? What is it like to be so impossibly perfect, to have every good thing in the world?"* This statement shows how inadequate June feels. She questions how it feels to be someone who is appreciated, praised, and supported by influential people, something that she does not feel at all.

June's situation reflects that her need for esteem has not been met. Athena's success, including the support of important figures in the publishing

world, is one part or criteria for the fulfillment of the need for esteem, namely recognition, professional support, and higher social status. This situation then motivates June to find ways to get the same support as Athena. She did this to achieve her main goal of becoming a famous writer.

Furthermore, the quote that shows that June's esteem needs have not been met can be seen as follows:

“But I’ve no clue what I have to offer her—I don’t possess anywhere near the clout, the popularity, or the connections to make the time she spends with me worthwhile.”
(Yellowface, p. 10)

The quote shows that Juniper feels that she does not have any value or advantages that make her worthy of being appreciated or considered important by others, especially by an influential person like Athena. In addition, Juniper also feels that she lacks connections, popularity and power in the literacy world. With this situation, it shows that she is not yet included in the criteria or characteristics of the fulfillment of esteem needs.

Based on the three quotes that have been presented above, it shows that Juniper's need for esteem has not been fulfilled in her life as a writer. The three data show the feeling of envy that arises when Athena's success shows a strong desire to get appreciation, recognition from others. Feeling envious of Athena's seemingly perfect life shows that Juniper is driven to achieve the same status.

Furthermore, lacking the respect and professional support that Athena had, reinforced that Juniper was in an unequal position to Athena. The situation shows that Juniper's need for esteem has not been met, as she has not received the

recognition and higher social status that Athena has. Thus, the situation shows that Juniper's dissatisfaction with her position motivates her to put in more effort to achieve the same success as Athena.

5. The Self-Actualization Needs

Self-actualization needs are at the highest level in the hierarchy of human needs. The desire of individuals to realize their full potential, creativity, being themselves without fear of being rejected, underestimated, and cursed by others is a form of self-actualization. In this need, a person does not just pursue recognition from others, but focuses more on fulfilling personal potential. In self-actualization, one must uphold B values such as honesty, beauty, and justice, because if one does not uphold these values at this stage, self-actualization cannot be achieved even though the basic needs have been met.

In *Yellowface* by R.f. Kuang, Juniper tries to reach the stage of self-actualization, but she does not fully achieve it because her success as a famous writer is achieved by dishonest means, namely plagiarism. In addition, Juniper is caught up in the search for validation and recognition from others, thus ignoring the values of honesty and integrity which are at the core of the self-actualization stage.

This can be seen from the following data:

"I work so damn hard on it. I write every day from dawn to past midnight. I've never worked so hard on any writing project before, not even my debut. The words burn like coals inside my chest, fueling me, and I must pour them all out at once before they consume me."(*Yellowface*,p. 26)

The quote shows how determined and hardworking Juniper is in developing her writing skills. This illustrates her maximum effort in seeking success as a writer. In Maslow's motivation theory, June's dedication to her writing project shows the fulfillment of her self-actualization needs. Self-actualization is the highest stage that reflects the full development of potential and the achievement of personal satisfaction. With her dedication, June seeks not only to gain recognition, but also to strengthen herself as a productive writer.

“For the first time in months, I was happy about writing again. I felt like I'd been given a second chance. I was starting to believe in the dream again -that if you hone your craft and tell a good story, the industry will take care of the rest.”(Yellowface, p. 32)

The quote shows that June experienced a resurgence of motivation, personal satisfaction, and enthusiasm for writing activities that had previously been lost. This situation shows that there is a strong drive to develop and process, which is a basic aspect of self-actualization needs according to Maslow's theory. However, although Juniper felt optimism, excitement, and confidence about writing or creating, this did not immediately indicate the achievement of self-actualization.

This is because Juniper's writing was the result of Athena's completion and refinement, not the original result of Juniper's creativity and independent potential. Although She did complete the writing with seriousness as in the sentence *“I complete the first draft in three weeks... long walks and read books... print and revise...”* the effort still does not fully illustrate self-actualization. This

is because the creative process is based on the work of others (Athena) and continued by June.

In this case, the aspect of honesty, which is one of the B values in the core of self-actualization, is neglected, so Juniper's potential is not fully achieved. This is in accordance with Maslow's idea that someone who does not uphold B values (Being-Values) such as the value of honesty, beauty, and justice, then they do not achieve self-actualization, even though other basic needs have been met. In contrast to people who uphold these values, they can self-actualize after the reward needs are met (Feist et al., 2017, p. 274). Therefore, self-actualization in Juniper has not been achieved due to obstacles in the aspects of honesty and originality of the work.

B. Juniper Hayward's Fulfillment of Unmet Needs Toward Fame

After analyzing June Hayward's five needs, it is clear that the main driving force behind June's goal of becoming a famous writer is her need for esteem. This triggered June's actions to fulfill her need for recognition and success in the writing world.

Juniper Hayward's efforts to motivate herself to become a famous writer stem from her unfulfilled need for esteem. As explained in the previous section on the analysis of esteem needs, Juniper feels that she does not receive the same recognition and prestige as Athena. When June does not receive this recognition and prestige, she feels envious and dissatisfied with her achievements. These feelings of envy and dissatisfaction develop into motivating factors that drive

Juniper to take concrete actions to prove herself and achieve the status she desires. However, the actions June takes to fulfill this need deviate from norms and ethics. These factors serve as the source of energy driving the concrete actions to achieve the goal of becoming a famous writer, as seen in the following quote:

1. Juniper Hayward's Career Experience

“But although we started out in the same place-Professor Natalia Gaines's Introduction to Short Fiction-our careers spiraled in wildly different directions after graduation. I wrote my first novel in a fit of inspiration during a year spent bored out of my skull working for Teach for America. ... After I'd queried nearly fifty literary agents without luck, the book was picked up by a small press called Evermore during an open call for submissions. The advance seemed like an absurd amount of money to me at the time-ten thousand dollars up front, with royalties to come once I'd earned out-but that was before I learned Athena had gotten six figures for her debut novel at Penguin Random House” (Yellowface, p. 7)

The quote shows that Juniper and Athena's career paths developed in very different directions. June went through many rejections from literature agents and finally got her book published in a small publishing house for ten dollars. Athena, on the other hand, has had tremendous success since her debut with a six-figure paycheck. The fact that Athena was treated better in the publishing industry created feelings of envy and dissatisfaction in June. The difference made June feel that all her efforts in writing were not enough to reach the same level as Athena, even though they started from the same place. Thus, the quote shows that her career experience is one of the factors that motivates her to continue trying to achieve recognition and success. The desire to achieve or equal Athena is a form of fulfilling the unfulfilled need for appreciation.

2. Differences in Publishing Industry Recognition

“So of course Athena gets every good thing, because that's how this industry works. Publishing picks a winner—someone attractive enough, someone cool and young and, oh,

we're all thinking it, let's just say it, "diverse" enough—and lavishes all its money and resources on them. It's so fucking arbitrary. Or perhaps not arbitrary, but it hinges on factors that have nothing to do with the strength of one's prose. Athena—a beautiful, Yaleeducated, international, ambiguously queer woman of color—has been chosen by the Powers That Be. Meanwhile, I'm just brown-eyed, brownhaired June Hayward, from Philly—and no matter how hard I work, or how well I write, I'll never be Athena Liu." (Yellowface, P. 9)

The excerpt shows how Athena meets the social and aesthetic criteria favored by the publishing industry. The inequality in social status and background made June feel inferior and underappreciated. June thinks that Athena's success is not purely due to her writing talent, but because her social status is more attractive to the publishing industry. She felt that she was just an ordinary writer who could not compete with an idealized figure like Athena. From this quote, it is shown that feelings of being unappreciated and unequal recognition from others are important factors in motivating Juniper to take various actions to achieve a position and recognition that she considers unfair.

3. Feelings of Jealousy

"But I've found that jealousy, to writers, feels more like fear. Jealousy is the spike in my heart rate when I glimpse news of Athena's success on Twitter—another book contract, awards nominations, special editions, foreign rights deals. Jealousy is constantly comparing myself to her and coming up short; it is panicking that I'm not writing well enough or fast enough, that I am not, and never will be, enough. Jealousy means that even just learning that Athena's signed a sixfigure option deal with Netflix means that I'll be derailed for days, unable to focus on my own work, mired by shame and self-disgust every time I see one of her books in a bookstore display." (Yellowface, p.11)

The quote shows how Juniper feels jealous and envious of Athena's much greater success, such as getting a film contract with Netflix and various nominations. These feelings are reactions from Juniper's emotions, then become motivational triggers to encourage Juniper to take action to achieve her goal as a famous writer. In the context of this quote, envy and jealousy show that Juniper's

esteem needs have not been met. In addition, the feeling of not being good enough and constantly comparing herself to Athena becomes a source of internal pressure that drives her to try harder, even if using unethical ways. Thus, feelings of envy and jealousy are part of the internal process that drives Juniper to be motivated. These feelings become a source of psychological energy that drives her to act, so this quote shows how someone is motivated through a strong drive to achieve their personal goals.

The three quotes presented above show that feelings of envy and jealousy toward Athena's success, low self-esteem, and dissatisfaction with her own achievements are the factors that motivate Juniper Hayward to engage in unethical behavior. These feelings serve as a driving force or source of energy for Juniper to fulfill her need for esteem. In this case, in line with Abraham Maslow's theory of motivation, which states that motivation arises from unmet needs, and this drive directs a person to take certain actions to achieve their desired goals. In this case, June felt that her need for esteem was unmet, so she was driven to take various actions, including violating moral and ethical standards, to fulfill that need and achieve her goal of becoming a famous writer like Athena.

Some of the actions that June took as part of her efforts to motivate herself to become a famous writer include:

4. Plagiarism

"So gorgeous I can't help but give finishing it a try. It's just a lark at first. A writing exercise. I wasn't rewriting the manuscript so much as seeing if I could fill in the blanks; if I had enough technical knowhow to shade, fine-tune, and extrapolate until the picture was complete"(Yellowface, p. 26)

The excerpt shows how June was motivated to complete the Athena manuscript because of her admiration for the beauty of the work. Her admiration aroused her curiosity and challenged her. This made June decide to try to complete the unfinished manuscript. At first, this effort was just a form of practice and she had no intention of taking over Athena's work. However, the desire to complete Athena's manuscript was also due to a personal drive to prove her ability as a writer. This curiosity became a trigger to take real action in the process of completing the script.

"I feel so confident in my writing just then. I keep finding turns of phrases that suit the text far better than Athena's throwaway descriptions." (Yellowface, p. 26)

The quote shows how June feels confident in her writing skills. This confidence arises because June feels that her creative contributions can improve and enrich Athena's text. June's confidence encouraged her to finish the unfinished text, which at first was just an exercise. However, over time, the effort developed into a real action of completing and claiming the work as her own. June's action was an internal drive to fulfill her unmet need for appreciation. The urge arises because of her motivation to prove herself as a talented writer who deserves recognition.

"I complete the first draft in three weeks. I take a week off, during which all I do is take long walks and read books, just to gain a fresh set of eyes, and then I have the whole thing printed at Office Depot so I can go over it all with a red pen. I flip slowly through the pages, murmuring every sentence out loud to get a feel for the sound, the shape of the words. I stay up all night to incorporate the changes back into Word." (Yellowface, p. 26-27)

The quote shows June's sincerity and perseverance in completing the Athena manuscript. She worked hard to finish the first draft in three weeks. Then,

she took some time off before revising it. June's actions in completing the manuscript are part of her efforts to fulfill her desire to become a famous writer. These efforts illustrate June's motivation to fulfill her need for self-esteem and self-actualization, where she strives to create her best work as proof of her abilities and achievements.

"No one knows Athena wrote the first draft, do they? Does the way that it's credited matter as much as the fact that, without me, the book might never see the light of day?" ." (Yellowface, p. 27)

The quote illustrates June's attempt to convince herself that taking over Athena's manuscript was a justifiable action. In this case, she justifies her action by thinking that without her, the work would never have been published. With this justification, June was even more driven to finish Athena's manuscript. June convinced herself that without her involvement, Athena's work would never have been published and appreciated by readers.

This strong motivation to gain appreciation and recognition from others pushed June to take unethical actions. This motivation arose because June's need for recognition had not been met, and she felt inadequate in her achievements at the time. The feelings of fear of failure and lack of appreciation experienced by June turned into a driving force or energy that moved her to continue acting. The concrete actions that June took, despite the ethical deviations such as plagiarism, reflect how the inner motivation derived from the need for appreciation can move a person in achieving goals. The process illustrates the complexity of June's struggle as the main character who is influenced by a strong motivation to become a famous writer.

5. Justification for Immoral Actions

After seeing the opportunity of Athena's unpublished manuscript, Juniper began to rationalize to justify her actions in stealing Athena's manuscript, which was actually an act of plagiarism. This rationalization was a mechanism to escape from the prevailing moral norms, namely by convincing herself that stealing the manuscript was an acceptable act. Instead of feeling guilty, Juniper actually created a narrative that supported her decision, even blaming Athena and assuming that she was the victim. This action enabled her to continue her actions without experiencing moral regret.

This is clearly illustrated in the following quote:

"The general theme of his research was under what circumstances someone counts as a moral agent that deserves consideration. I didn't understand much of his work, but his central argument was quite compelling: we owe nothing to the dead. Especially when the dead are thieves and liars, too. And fuck it, I'll just say it: taking Athena's manuscript felt like reparations, payback for the things that Athena took from me." (Yellowface, p.33)

In this quote, June shows her attempt to justify her theft of Athena's manuscript. She uses someone else's argument as moral justification that she owes nothing to people who have died. In addition, June also considers her actions as a form of retaliation for what she claims Athena took from her. This justification strategy psychologically helps her feel entitled to commit immoral acts in order to achieve her personal goal of becoming a famous writer. From Maslow's theory of motivation, this shows that Juniper is trying to fulfill her need for esteem. When this need is not fulfilled in the right way, she is motivated to find another way, even if it means violating ethics by stealing someone else's work and claiming it as her own, after first justifying her actions.

6. Using Relationships for Personal Gain

Next in *Yellowface*, Juniper uses lies and takes advantage of the situation in an effort to achieve her goal as a famous writer. This is in accordance with the following data:

"But the thing is, no one will ever understand how much I put into this novel. If news ever breaks that Athena wrote the first draft, the whole world will look at all the work I did, all those beautiful sentences I produced, and all they'll ever see is Athena Liu. But no one ever has to know, do they? bloggers. I've never made a secret of my relationship to Athena, and I'm even less subtle about it now. My grief over her death became a cornerstone of my origin story." (Yellowface, p. 38)

This quote shows that Juniper was openly hiding lies by making up stories about her closeness to Athena before the novel was published. She did this so that the public would recognize her as Athena's close friend and use the relationship as part of her identity. June made her feelings of sadness due to Athena's death the initial narrative of her career as a writer. With this effort, June succeeded in building an image that she received strong inspiration from Athena. The strategy carried out by June was one way to motivate herself to continue to move forward and succeed in achieving status as a famous writer, even though she used lies as a tool.

"I only have two selfies of us saved on my phone, which I never meant to share because I hate how frumpy I look beside her, but I upload them on my Instagram under a black-and-white filter and pen a touching tribute poem to accompany it. I've read all her work, and she mine. Often we traded ideas. I saw her as my greatest inspiration, and her feedback on my drafts was foundational to my growth as a writer. This is what I tell the public. See, the closer we seem, the less mysterious that resemblances to her work will appear. Athena's fingerprints are all over this project. I don't wipe them off. I just provide an alternative explanation for why they're there." (Yellowface, p. 39)

The quote shows that Juniper consciously created a narrative on social media to create the illusion that she and Athena had a close relationship and

supported each other in the creative writing process. Juniper also claimed that they often exchanged ideas and that Athena contributed to her development as a writer. This is not a fact but rather a communication strategy aimed at the public to prevent June's work from being suspected of plagiarism due to similarities in style or content, but rather to be perceived as the result of collaboration.

According to Maslow's theory of motivation, motivation refers to the underlying needs that drive human behavior. Motivation can drive someone to take certain actions or trigger other actions. In this context, it shows that June is striving to gain recognition from others (esteem needs). After failing as a writer, she felt she lacked the achievements, status, and recognition that Athena possessed. This need for esteem becomes a strong motivation for her to take various actions. Because June is unable to fulfill this need for esteem, she looks for other ways, such as stealing Athena's work and taking advantage of her closeness to Athena for personal gain.

This can be seen in Juniper's actions of uploading photos with Athena, writing poems of respect, and building an image of friendship. All these actions are Juniper's attempts to gain public sympathy, obtain recognition as a writer, and cover up her plagiarism with an emotional narrative. Thus, June's actions are a clear example of how needs can drive someone to act, even if those actions violate moral and ethical standards.

"It's not lying. I swear, it was never as psychopathic as it sounds. It's all just stretching reality a bit, putting the right spin on the picture so that the lurking social media outrage mob doesn't get the wrong idea. Besides, the train has left the station—coming clean at this point would tank the book, and I couldn't do that to Athena's legacy. No one is suspicious.

Athena's aloofness helps me out here. She did have other friends, according to all the Twitter eulogies I read after her funeral, but they're all spread out across different states and continents. There's no one else she was regularly hanging out with in DC. There's no one who can contradict my account of our relationship. The whole world seems ready to believe that I was Athena Liu's closest friend. And who knows? Maybe I was. And yes—this is incredibly cynical, but the fact of our friendship casts an awful light on any future detractors. If anyone criticizes me for imitating her work, they're coming after a friend who's still in mourning, which makes them a monster.” (Yellowface, p. 39)

The quote shows how Juniper consciously justified her manipulative actions in order to protect her image and maintain the success of her book. She believed that her actions were not lies, but merely a distortion of reality to avoid public criticism. This is a form of rationalization that shows strong self-justification. The quote also shows how Juniper uses her relationship with Athena to shape public perception of their closeness. By emphasizing that she is Athena's closest friend and that no one can dispute this story, Juniper builds an image that makes her appear trustworthy and difficult to blame, because attacking Juniper would mean hurting a friend who is grieving.

Juniper's actions show that her motivation stems from a need to be valued. According to Maslow's theory of motivation, motivation is a drive that arises from basic human needs to act, one of which is the desire to gain recognition from others, status, and respect. After experiencing failure as a writer and feeling unsuccessful compared to Athena, Juniper was driven to fulfill this need through manipulative means. This shows that unmet needs can drive someone to take various actions to achieve their goals, even if those actions violate ethical standards.

7. Building a Reputation through a New Identity

Furthermore, Juniper's efforts were to create her reputation and personal identity in a more strategic and creative way. Not only that, she also created a name to rebrand herself to be more unique and easily recognized. This is reflected in the following quote.

“And they suggest I publish under the name Juniper Song instead of June Hayward (“Your debut didn’t reach quite the same market we’re hoping for, and it’s better to have a clean start... I’ve chosen to rebrand myself as Juniper Song to honor my background and my mother’s influence in my life. ... My debut, Over the Sycamore, written as June Hayward, was rooted in my grief over my father’s death,” I wrote. “The Last Front, written as Juniper Song, symbolizes a step forward in my creative journey... I never lied That’s important, so that readers take me and my story seriously, so that nobody refuses to pick up my work because of some outdated preconceptions about who can write what.” (Yellowface, p. 49)

The quote above shows that Juniper is trying to build her image as a writer by rebranding her pen name from June Hayward to Juniper Song. This effort was carried out as a strategic step to start re-started her career with a unique identity that was more in line with the literary market she was targeting. The choice of the new name not only gave a certain impression, but also linked her to an Asian cultural background such as the cultural theme raised in the story The Last Front. However, the name "Song" is not her real name, but rather her mother's middle name.

Juniper openly stated that the name change was an effective way in her writing process. She emphasized that the actions she took were not a form of lying or pretending to have experiences that she did not have. Juniper believed that the change was not a deception, but rather a way to gain recognition and be

appreciated as a serious writer, without being overshadowed by prejudice about who had the right to write certain things.

This effort illustrates Juniper's motivation in fulfilling the unfulfilled need for esteem. By building a stronger image and identity as a writer, June hopes to increase the chances of success and ensure that her work is well received by readers. This shows how June's motivation to achieve a higher social status drives her to take several concrete steps to strengthen her position in the literary world.

C. Juniper Hayward's Achievements After Fulfilling Unmet Needs

After making various efforts to fulfill her need for esteem, Juniper began to achieve various accomplishments in line with her desire to be a famous writer. Her desire to be recognized and appreciated by the public drove her to take actions that violated morals and ethics, such as stealing her friend Athena's manuscript and claiming the work as her own. This action marked the beginning of a series of successes that Juniper achieved, from increasing popularity to recognition in the literary world. The following discusses the various forms of achievements that Juniper obtained as a result of fulfilling those needs.

Various efforts made by June, such as plagiarizing and claiming other people's work, lying and taking advantage of her close relationship with Athena, and strategically building a reputation, are actions driven by June's motivation to achieve fame as a writer. The actions taken are driven by the need for esteem that has not been met, so that June dares to take actions that deviate from norms and ethics. Various actions taken by June pay off, where she managed to achieve

popularity and recognition as a famous writer. This shows how the motivation to get higher appreciation and status can move someone to take various actions to achieve their goals. This success is illustrated in the following quote:

“I HIT NUMBER THREE ON THE NEW YORK TIMES BESTSELLER LIST THE following Wednesday. Daniella emails me with the news: Congratulations, June! No one’s surprised here, but I know you were anxious, so here’s the official proof. You did it :) Brett follows up a few minutes after that. WOOOHOOO! Emily in publicity puts out a blast on Twitter, which sparks a flurry of joyful tweets, Instagram posts, and DMs. Eden’s official account tags me in a tweet with that GIF of the two ladies jumping around over a bottle of champagne. JUNIPER SONG, NEW YORK TIMES BESTSELLING AUTHOR!” (Yellowface, p. 68)

Based on this quote, it shows that Juniper finally achieved a major milestone in her career by making it onto the prestigious *New York Times Best Seller* list. This achievement is a tangible form of Maslow's esteem needs, namely appreciation, recognition, and social prestige. This success is not only the result of Juniper's writing ability, but also the result of a series of actions that violate morals and ethics to fulfill previously unmet esteem needs.

In the theory of motivation developed by Maslow, a person is continuously motivated by certain needs. When a person has fulfilled one of their needs, that need decreases in strength and is replaced by other needs. In this context, Juniper has fulfilled basic needs such as physiological, safety, and love and belongingness. However, dissatisfaction with her achievements made her feel a lack of social recognition, which then prompted her to take manipulative actions to achieve her desired position. This quote shows that although Juniper eventually achieved the prestige she desired, the means she used indicate that her motivation stemmed from a strong drive to fulfill her unmet need for esteem.

The congratulations from her colleagues via social media, such as Daniella, Brett, and Emily, also serve as a form of social validation that reinforces her new identity as a successful writer. The use of capital letters in the quote “*JUNIPER SONG, NEW YORK TIMES BESTSELLING AUTHOR!*” emphasizes that this achievement is not only for her-self, but is also widely recognized by her social and professional circles. Thus, the congratulations on social media show that Juniper's need for recognition from others has been fulfilled.

Therefore, Juniper's success in achieving bestseller status is tangible evidence of achievement after fulfilling the need for esteem. The social status, recognition, and validation Juniper has gained from her social circle show that the drive to fulfill unmet needs has shaped the direction of her actions and achievements, even though the actions taken were not in line with moral and ethical standards.

Not only that, the success of *The Last Front* continues, as shown in the following quote:

“THE LAST FRONT HANGS ON TO THE LIST AT NUMBER SIX FOR ANOTHER week, and at number ten for the week after that, where it sits for an entire month. That means I didn’t hit the list by accident. I’m selling well, and selling steadily. Eden’s investment in my advance has paid off. I am, by every possible metric, a major success.” (Yellowface, p. 69)

This quote shows that Juniper has achieved success in the world of writing. This can be seen from the fact that the novel *The Last Front* remained on *The New York Best Seller* list for several weeks, demonstrating consistency and sustainability in terms of commercial success. This proves that Juniper has achieved stable success. From the perspective of Maslow's theory of motivation,

this achievement reflects the fulfillment of esteem needs, which include self-confidence, competence, and recognition from others. Maslow explains that esteem needs consist of two levels: self-esteem and reputation. Reputation refers to others' perceptions of an individual, including recognition, status, and social prestige. On the other hand, self-esteem is an individual's perception of themselves as capable, confident, and valuable.

In this context, Juniper has achieved both levels of esteem needs. First, Juniper has gained a reputation as a successful writer, as seen in the statement, “*I am, by every possible metric, a major success.*” This affirms that Juniper has established her new status as a successful writer. On the other hand, Juniper also gains self-esteem in the sentence, “*That means I didn't hit the list by accident,*” showing that Juniper has begun to believe in her abilities, competence, and worthiness of her success. The achievement in this quote is the success and stability of sales that strengthen her position in the literary world.

Thus, the stability of sales and recognition in the literary world for her work prove that Juniper has fulfilled her need for esteem in two levels, namely reputation and self-esteem. The self-confidence and social validation she has gained are the result of her drive to fulfill her need for esteem, which was previously unfulfilled, even though it was achieved through means that violated moral and ethical standards.

In addition to being listed as a best-selling author, Juniper also received various invitations to literary events, as illustrated in the following quote:

“Everything changes. I’ve now moved into an entirely different class of writer. I receive a half-dozen invitations to speak at various literary events in the next month alone, and after attending a few, I find I enjoy them.” (Yellowface, p. 69)

The above quote shows a significant change in Juniper's social and professional status after her success as a bestselling author. The statement “*everything changes*” indicates that major changes have occurred after her achievement, which was previously only a dream. At this point, she feels that she has moved up in class, from an unknown writer to someone worthy of being invited to various prestigious events in the literary world.

In Maslow's theory of motivation, specifically at the esteem needs level, Juniper's achievements show that he has succeeded in gaining external recognition from the literary community. He is invited as a speaker, which is a form of trust and appreciation for his achievements. This proves that his need for status, esteem, and social recognition has been fulfilled. Not only that, Juniper also greatly enjoys her role as a speaker, showing that she also gains personal satisfaction and self-esteem. Thus, she is no longer a spectator in the literary world but has become an important part of it.

The increase in Juniper's status as a writer and her invitation to speak at literary events signify concrete evidence of success in fulfilling the esteem needs that were previously unmet. The changes experienced by Juniper show how the motivation to be valued and recognized by others can drive someone to take actions to achieve that goal, even if the actions taken violate moral and ethical standards, but ultimately lead to the desired prestige and reputation.

Not only that, Juniper also gained recognition from various circles in the professional world, such as editors, film agents, and fellow writers, as seen in the following quote:

“Suddenly now, I’m important enough to acknowledge. Now, guys hit on me and buy me drinks at the bar An editor from a small press corners me in the bathroom to tell me what a big fan of my work she is. Film agents give me their cards and encourage me to be in touch. Writers who have snubbed me ever since my first novel flopped start acting like we’re best friends.” (Yellowface, p. 70)

The above quote shows that Juniper is beginning to gain recognition from various circles, such as editors, film agents, and fellow writers. She is even starting to receive more attention in social settings, such as interactions at bars. This indicates a significant change in her social status. Juniper is no longer looked down upon, but rather seen as someone worthy of attention and respect. In Maslow's theory of motivation, the phase experienced by Juniper is a form of fulfillment of esteem needs, such as the need to be appreciated by others and self-esteem. Based on Maslow's ideas, esteem needs are divided into two categories, namely reputation and self-esteem. In this context, Juniper began to experience a change in reputation. People who previously ignored her now admire her, even acting friendly. This is a form of validation from others, showing that the need for status, prestige, and social acceptance has been fulfilled.

Not only that, but the change in attitude from those around her has had a strong influence on boosting Juniper's self-esteem. She also feels recognized as someone who has a position, influence, and achievements in the world of literature. The feeling of being valued is an important part of forming her identity as a successful writer. This experience shows that the desire to be valued and

recognized is a powerful force in motivating someone. From Maslow's theory of motivation, this achievement places Juniper at a higher level of basic needs, even though it was achieved through immoral and unethical means.

Based on the four quotes presented above, it is clear that Juniper Hayward has successfully achieved fulfillment of her esteem needs. Not only that, she has also gained recognition as a writer who has made it onto the bestseller list and achieved commercial success through the stable sales of *The Last Front*. Meanwhile, she has also built a reputation as a recognized, respected, and even admired writer in her social and professional circles. Juniper has gained attention from publishers, film agents, and even other writers who previously underestimated her. All these achievements demonstrate that the strong drive to gain recognition and be valued has motivated her to take action to fulfill her esteem needs.

In this context, Maslow's theory helps explain how Juniper's desire to become a famous writer drove her to pursue recognition and validation. These achievements ultimately provided her with the self-confidence, social status, and prestige she previously lacked. Juniper's success, despite violating moral and ethical standards, demonstrates that her need for esteem has been fulfilled.

CHAPTER V

CONCLUSION & SUGGESTION

This chapter presents the conclusions drawn from the analysis of the main character's motivations in R. F. Kuang's novel *Yellowface*, namely the needs that motivate the main character, Juniper Hayward, and the efforts she makes to fulfill those needs. The conclusions in this chapter aim to summarize the findings and interpretations discussed in chapter four. Additionally, this chapter provides suggestions that can serve as a guide for further research or academic activities related to similar topics or theories.

A. Conclusion

Based on the analysis presented above, it can be concluded that Juniper Hayward's basic needs, such as physiological, safety, and love and belonging needs, have been met, but her esteem and self-actualization needs have not been met. Therefore, these unmet esteem and self-actualization needs are the main drivers motivating Juniper to act to fulfill those needs. These esteem needs have not been fulfilled because Juniper experienced failure in her book debut, which did not receive recognition and success. This failure shows that her esteem needs have not been fulfilled, both in terms of self-esteem and the recognition of others.

This situation motivates Juniper to push herself to continue striving for recognition as a famous writer. However, this drive is not directed through ethical means. Instead, she takes manipulative actions by taking Athena's manuscript

without permission, editing it, and publishing it under her own name. In addition, June also took advantage of her relationship with Athena by building an image as Athena's close friend who was grieving in order to gain sympathy from the public. The narrative created by June was used to protect herself from criticism, because any public rejection of her work could be interpreted as an attack on a friend who was grieving. Another effort was to create a new identity by changing her pen name from June Hayward to Juniper Song to create a more professional and attractive impression in the eyes of the publishing industry.

The various actions taken by Juniper show how she was motivated to fulfill her need for esteem through actions that violated morals and ethics. These actions ultimately pay off materially and socially. *The Last Front* makes it onto *The New York Times* bestseller list. Not only that, Juniper also gains public recognition, popularity, and stability from book sales, which bring her validation and social prestige that she had not previously enjoyed. Thus, it can be concluded that Juniper successfully achieved the status of a famous writer, in other words, Juniper succeeded in fulfilling his need for esteem.

Although June succeeded and his desire to become a famous writer was realized, the fulfillment of his need for self-actualization remained unmet. According to Abraham Maslow, someone who achieves self-actualization is someone who fully realizes their potential by upholding B-values such as honesty, authenticity, and integrity. In this case, Juniper failed to reach the stage of self-actualization because the work that brought her fame was not a product of her

own creativity. She even disregarded the main values in the creative process, namely authenticity and honesty.

Thus, it can be concluded that Juniper Hayward motivated herself to fulfill her esteem needs by engaging in various immoral and unethical actions. She took shortcuts through plagiarism, lies, manipulation, and image-building to gain recognition and status as a successful or famous writer. Although her need for esteem is fulfilled, she still fails to achieve self-actualization because her fame is not built on the values of B, which are characteristic of individuals who have achieved self-actualization.

B. Suggestion

Based on the results of the discussion using Abraham Maslow's theory, it is proven to be suitable for use in literary research, especially on the object of *Yellowface* by R.F Kuang. In addition, this theory can also be applied to other topics that discuss the motivation of characters in achieving success, so that it is useful as a reference point in explaining the fulfillment of needs based on Maslow's hierarchy of needs. Therefore, the researcher suggests that Abraham Maslow's motivation theory can be used in other aspects that have not been widely researched.

In addition, the researcher also hopes that future research should use references from the academic realm, as well as utilize the object of *Yellowface* by R.F Kuang to examine the problems in the novel in depth. For example, by examining the internal conflict of the main character in fulfilling the need for self-

actualization. Not only that, future researchers can analyze the main character by using motivation theory from other perspectives, given the complexity of the character and motivation of the main character.

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CURRICULUM VITAE



Arinina Mayan Fauni was born in Sumenep on January 3, 2003. She completed her secondary education at Wahidiyah High School located in Kediri City and is currently studying in the English Literature Program at the State Islamic University of Maulana Malik Ibrahim Malang. Arinina's interest in the world of fiction and comics motivated her to increase her understanding of

of literature, language, and culture through academic channels. She enjoys reading various modern works of fiction and also comics, which for her provide insight and inspiration to understand life from various perspectives. In addition, Arinina also has an interest in journalism. She considers journalism as a tool to improve critical thinking skills and develop effective communication skills. Based on this interest, Arinina decided to undergo Field Work Practice (PKL) at one of the local media, Malang Posco Media.