

## REPRESENTATION TYPE OF HIERARCHY OF NEEDS BY CHRISTIAN GREY IN FIFTY SHADES MOVIE

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### ABSTRACT

This study is entitled “Representation Type of Hierarchy of Needs by Christian Grey in Fifty Shades Movie” which focuses on the type of Hierarchy of Needs presented by the main character in Fifty Shades movie. This study used a qualitative method to reveal the data. In the statement in question, the author analyzes how Christian’s Grey hierarchy of need is represented in the Fifty Shades movie. In this study, the writer only examines two movie sequels from Fifty Shades of Grey movie. Fifty Shades Darker and Fifty Shades Freed. Jamie Dornan who plays Christian Grey is the main character in this movie. The writer found a total of 19 data on the Hierarchy of Human Needs presented by Christian Grey. The writer analyzes the Hierarchy of Needs based on Maslow's theory. There are five Human Needs in Maslow's theory, namely Physiological Needs, Safety Needs, Love and Belongingness Needs, Esteem Needs, and Self Actualization Needs. Christian Grey has fulfilled all types of Human needs theory from Maslow.

Keywords : *Hierarchy of Needs, Fifty Shades, Christian Grey*

### 1. INTRODUCTION

The definition of literature is generally considered to be of lasting value and is therefore any book that can be used as a reference in various educational and other activities. Rees calmly states in his book "English Literature" that literature is a permanent expression of thoughts and feelings about life and the world (Rees, 1973: 117). In other words, literature does not have to be in the form of text, but it can be in the form of films, recordings, laserdiscs, and other items that can provide useful information.

Movie is the one of the literature. The definition of a movie is a movie or movie made for entertainment and tells a story. According to Hornby (2006: 950), a movie is a series of audio- recorded videos that tell a story that is shown in a cinema. Fifty Shades Darker and Fifty Shades Freed is a movie adaptation of E.L James novels and directed by Sam Taylor. Fifty Shades Darker was released in 2017 and Fifty Shades Freed was released in 2018 . Jamie Dornan as a Christian Grey and Dakota Johnson as Anastasia Steele. There are several supporting roles played by several other artists, such as Eloise Mumford, Rita Ora, Jennifer Ehle and others.

The author chose Fifty Shades Darker and Fifty Shades Freed to analyze the character of Christian Grey based on Abraham Maslow's theory, namely the Hierarchy of Human Needs. Maslow's hierarchy of needs is a charted set of human requirements that are important for an individual to achieve complete development and self-actualization. Abraham Maslow, the founder of the Theory of Human Motivation, argues that humans need are classified in five layers pyramid which is called Hierarchy of Needs. The five hierarchy of needs are physiological needs, safety needs, love and belongingness needs, esteem needs, and self-actualization needs. Therefore, there are problems that the writer wants to analyze in this study. The problems is, how is Hierarchy of Needs analysis presented by Christian Grey in Fifty Shades movie. The object of the study are identifying the types of Hierarchy of Needs that presented by main character in this movie.

Maslow's theory explained above is included in the theory of motivation that also leads to a psychoanalytic approach. Psychoanalysis contributes to the psychology of literature. This is because literary works contain the core psychological aspects of psychoanalysis.

## **2. LITERATURE REVIEW**

### **2.1 Psychoanalysis**

Psychoanalysis is one of the modern theories used in English literature. Through the disciplines of literary criticism and literary theory, it is recognized that the close relationship between literature and psychoanalysis has been continuously revealed. Sigmund Freud has become a leading and true pioneer of psychoanalysts in the

reputation of the importance of unconscious psychoanalysts. His theory of the inner workings of the human mind, which was considered to be very revolutionary at the turn of the century, is now well known in most psychology majors. Freud's theory of development (psychoanalysis) suggests that the life of the soul has levels of consciousness, namely Consciousness and Unconsciousness. The following is an explanation of the structural components of the level of consciousness proposed by Sigmund Freud, namely :

#### 2.1.1 ID

The id is the original personality system, inborn. From this id then comes the ego and superego. It start id contains all inherited psychological aspects, such as instincts, impulses and drives. Id is closely related to the process physically to get the psychic energy that is used to operate the system from other personality structures.

#### 2.1.2 The Ego

The ego is the executor of the personality, which has two main task . First, choosing which stimuli to respond to, or which instincts will be satisfied according to the priority needs. The ego develops from the id so that people are able to deal with reality, so ego operate according to the reality principle. From how it works understandably most of the ego's operating area is in conscious, but there is a small part of the ego operating in the unconscious and unconsciousness.

#### 2.1.3 Superego

The superego is the ethical and moral pressure of the character, which operates using idealistic principles in place of pleasure of the id and the realistic precept of the ego. Superego develops from the ego, and just like the ego it has no energy of its own.

### 2.2 Maslow's Hierarchy of Need Theory

Humans have different needs due to their biological, psychological and social aspects. As quoted in Chennamaneni & Teng (2012: 66), he claims that humans have five basic needs categories.

#### 2.2.1 Physiological Needs

Physiological Needs are those that must be met in order for an individual's biological structure to survive: Oxygen intake, eating, drinking, sleep, rest, housing. Maslow

described these needs as a physiological impetus that marks the beginning of the theory of motivation, emphasizing the need to pay attention to two basic points.

#### 2.2.2 Safety Needs

Safety needs; Physiological needs are relatively met, but new needs arise that are classified as safety needs (Maslow, 1943). These are needs such as danger protection, self-confidence, and fearlessness (Daft, 2013). One aspect of safety needs is financial protection.

#### 2.2.3 Love and Belongingness Needs

Love & Belongingness Needs; when the physiological needs and safety needs are fully met, the need for love, attachment and belongingness emerge. Individuals want relationship with people, love, being loved, and the presence of love in the hearts of people and groups. The needs of this category stem from the instinct of being accepted by others, making friends, being with relatives, showing love to others, expecting, and living primarily with them (Roger, 1970).

#### 2.2.4 Esteem Needs

Abraham Maslow explained that humans have two types of gratitude, as Goble quoted. They are dignity and gratitude from others. Dignity includes trust, ability, authority, achievement, independence, and freedom. Includes fame, commitment, acceptance, attention, status, and respect, while assessing others.

#### 2.2.5 Self-Actualization Needs

Self-Actualization Needs; even if all the needs of the other levels of the hierarchy are met, the person still feels uncomfortable and frustrated. For this reason, people need to act according to their abilities. A person should be anything he or she can do (Maslow, 1943).

### 2.3 Personality

According to Hurlock (1974), the word personality is derived from the Latin word "persona" and means "mask". Sigmund Freud's psychodynamic perspective on personality was the first comprehensive theory of personality, explaining various behaviors, both normal and abnormal. Hurlock's personality development also points out that there are some conditions that can cause personality changes. These are

physical injuries, the environment, important people, changing social pressures, changing roles, strong motivation, changing self-image, and psychotherapy.

#### 2.4 Character

The character is the person who tells the story. Characters play an important role in the story, so without them you can't tell the story. The character must adapt to the situation of the story happening in it, and the character will only change if there is something that is causing it.

#### 2.5 Characterization

The characterization describes the physical and mental behavior of the character (Djasi, 2000). Characterization is done indirectly through dialogue or conversation. In other words, the character's characteristics are revealed through dialogue between the characters. There are two types of characterization. There are direct characterization and indirect characterization. Direct characterization tells the viewer what the character's personality is, and indirect characterization shows what reveals the character's personality.

#### 2.6 Previous Study

Actually, there are many studies or researches that use the same theory but use different objects. The writer wants to show and prove that many of previous studies have used the same topic with different object;

First, Hierarchy Of Needs Analysis Of The Main Character Of A Novel Entitled *Flawed By Cecelia Ahern* conducted by Fiana Isnaeni Maheda Ronie and Devi Hellystia 2019. In this study the researcher used Descriptive Method and Qualitative Method and the findings were; 164 data of hierarchy of needs, namely: 10 data of physiological needs, 34 data of safety needs, love and belonging needs 52 data of love and belonging needs, 44 data of self-esteem, 24 data of self-actualization.

Second, analysis Hierarchy Of Needs Potrayed in *Jim Preston's Character in Passengers (2016) Film* by Yupita Citra (2020). In this study used qualitative method and the findings were; 4 data of Physiological Needs, 8 data of Safety Needs, 4 data of Love and Belonging Needs, 1 data of Esteem Needs and 1 data of Self-actualization Needs. In the study, they used the same theory for different objects. This also produces

something different in Maslow's theory section. Similarity uses the same theory of human needs and priorities for the main character, and researchers also use the same method to analyze the data descriptively and qualitatively.

### **3. METHOD**

Based on the conditions of the movie "Fifty Shades", this study describes the "Fifty Shades" needs hierarchy theory. The qualitative approach is a good approach because it allows you to evaluate the problems and topics presented in detail and in detail.

In this study, researchers analyzed the movie Fifty Shades as data related to this study. Data collection procedures, such as watching the movie "Fifty Shades," identified the protagonist's hierarchy of desires, filmed Christian Gray scenes, and selected and categorized data related to the purpose of the study.

After collecting the data, the researchers used Maslow's hierarchy of desires to analyze the data. The hierarchy of needs theory consists of Physiological Needs, security needs, attribution needs, self-esteem needs, and self-actualization needs. Finally, the researchers drew the conclusions of the movie "Fifty Shades Hierarchy of Desires."

### **4. RESULT AND DISCUSSION**

In Fifty Shades movie, the writer finds 19 total data on the Hierarchy of Human Needs presented by Christian Grey, each of which is divided into : 3 data on Physiological Needs, 3 data for Safety Needs, 3 data for Love and Belongingness Needs, 6 data for Esteem Needs, and 4 data for Self-actualization needs. The writer only took 1 data from each type for this study. Compared to the previous study from Fiana Isnaeni Maheda Ronie and Devi Hellystia, their research found much more data than this research. This is because novel contains more sentences and words than movie. While compared to the research from Yupita Citra, her research found more data of Physiological Needs, Safety Needs, and Love and Belonging Needs than this research. Conversely, this study found more data of Esteem Needs and Self-actualization Needs than Yupita Citra's study.

1. Physiological Needs.



**( 1:04:52 – 1:05:30) – *Fifty Shades Darker***

Christian enjoys his dinner with Anastasia. In this scene, Christian shows his basic needs to fulfill his life needs. As part of Physiological Needs, Christian needs to eat to recharge his energy after being delayed due to his sexual activity with Ana.

2. Safety Needs.



**(00:11:00 – 00:13:00) – *Fifty Shades Freed***

Christian is forced to cancel his honeymoon and has to return to Seattle because Jack Hyde infiltrated his company and damaged Grey's company software. Christian also added 2 bodyguards for him and Ana. Sawyer and Presscot.

Christian presented Safety Needs, namely the need to feel safe from physical or emotional harm. In this scene, Christian shows that he needs protection from Jack Hyde's evil sense of security by adding people to protect himself and Anastasia.

## 2. Love and Belongingness Needs.



### **(1:35:00 – 1:38:00) – Fifty Shades Darker**

At night, Christian has a bad dream, he screams, Anastasia is beside him, calms Christian and says that Ana is there. Christian wakes up, staring at Ana before pulling her into his arms. He said he wanted to marry Ana.

The need for affection, and a sense of belonging is one form of Love and Belongingness Need. Christian shows his seriousness in dealing with Ana is by marrying Anastasia. He wants to spend the rest of his life with Ana, he needs Ana who can give him a different kind of affection, he wants to have Ana and wants to be loved by Anastasia.

## 4. Esteem Needs.



### **(0:25:50 – 0:23:10) – Fifty Shades Freed**

Christian buys a house that is across the island of The South. One of the houses Anastasia wanted as they sailed over the island of The South. A house with a classic design surrounded by beautiful and green plants with beautiful sea views. Christian fulfills the level of needs of the Hierarchy of Needs, namely Esteem Needs. Where he



gets an award from his wife for buying the house that Anastasia dreams of. Anastasia likes the house, and Christian is flattered by it.

#### 5. Self Actualization Needs.



#### **(1:44:00 – 1:45:00) – Fifty Shades Freed**

At the end of the story in this movie, Christian and Anastasia have occupied their house across the island of The Sound. Christian and Anastasia have a son and Ana is pregnant with their second child. They enjoy time in their beautiful yard. In this last scene, Christian keeps his promise to Anastasia that he can be a good husband and father. One form of Self-actualization need is to become a better person. It was seen that he was playing with his son and they were also ready to welcome the arrival of their second child.

#### **5. CONCLUSION**

The dominant type of hierarchy of needs represented by Christian Grey in *Fifty Shades* movie is Esteem Needs, and then Self-actualization Needs as the less dominant type but more dominant one than the other three types. The writer hopes that this study can increase the interest of other researchers to analyze other characters of this movie.

The writer also hopes that the readers can take the moral message conveyed by this movie.

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