

Napoleon's Dual Nature : A Jungian Analysis of *Animal Farm*

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ABSTRACT

This research explores the psychological underpinnings of Napoleon, one of the characters in George Orwell's *Animal Farm*. Using a Jungian psychoanalytic approach, the study investigates the interplay between Napoleon's personality of shadow and persona. The research aims to understand how these psychological constructs are portrayed in the novel and the impact of the narrative's plot development. Through a descriptive qualitative analysis, the novel acts as a source of primary data in the form of dialogues, statements, and descriptions. Meanwhile, secondary data was sourced from books, e-books, articles, and websites. Data was analyzed with the thematic data analysis method presented in the form of narrative text, opinions, and ideas in order to understand the concept of shadow and persona. The research found that Napoleon's shadow personality emerged as a manifestation of his underlying motives, characterized by hypocrisy, cunning, ruthlessness, insecurities, and manipulation. Conversely, his persona is presented as visionary, responsible, infallible, benevolent, and full of potential. The study reveals the significant impact of Napoleon's shadow and persona on the other animals on the farm. The two aspects of his personality lead to the division of idealism, loss of freedom, and manipulation of Farm's history. These findings contribute to a deeper understanding of the novel's theme and the psychological dynamics at play in totalitarian regimes.

Keywords: Shadow, Persona, Animal Farm

ABSTRAK

Penelitian ini mengeksplorasi dasar-dasar psikologis dari Napoleon, salah satu tokoh dalam *Animal Farm* karya George Orwell. Dengan menggunakan pendekatan psikoanalisis Jungian, penelitian ini menyelidiki pengaruh dari kepribadian Napoleon sebagai Shadow dan Persona. Penelitian ini bertujuan untuk dapat memahami bagaimana susunan psikologis ini digambarkan dalam novel dan dampaknya terhadap pengembangan plot secara naratif. Melalui analisis kualitatif deskriptif, novel berperan sebagai sumber data primer dalam bentuk dialog, pernyataan, dan deskripsi. Sementara itu, data sekunder bersumber dari buku, e-book, artikel, dan situs web. Data dianalisis dengan metode analisis data tematik yang disajikan dalam bentuk teks naratif, opini, dan ide untuk memahami konsep bayangan dan persona. Penelitian ini menemukan bahwa kepribadian bayangan Napoleon muncul sebagai manifestasi dari tujuan yang mendasarinya, yang ditandai dengan kemunafikan, kelicikan, kekejaman, rasa tidak aman, dan manipulasi. Sebaliknya, *Persona*-nya disajikan dalam wujud visioner, bertanggung jawab, tidak pernah salah, baik hati, dan penuh potensi. Studi ini mengungkap dampak signifikan *Shadow* dan *Persona* Napoleon pada hewan-hewan lain di peternakan. Dua aspek kepribadiannya menyebabkan perpecahan idealisme, hilangnya kebebasan, dan manipulasi sejarah Peternakan. Temuan-temuan ini berkontribusi pada pemahaman yang lebih mendalam tentang tema novel dan dinamika psikologis yang berperan dalam rezim totaliter.

Kata kunci: Shadow, Persona, Animal Farm

INTRODUCTION

Animal Farm by George Orwell (1945) is a novel about a farm where animals seize power and run the show. The animals become tired of Farmer Jones and decide to kick him out. After overthrowing Jones, life on the farm improves for a period with optimism for reduced labor, improved education, and increased food availability. Nevertheless, problems start to occur when the pigs, Napoleon and Snowball, compete for the affection and support of the other animals living on the farm. Napoleon takes control through force and proceeds to exploit the animals in the same way Farmer Jones did.

According to William Henry Hudson (1913), describe that literature is some kind of experiences that men have been seen, thought, and felt. Which expressed through language as its

medium (p.10). One type of literary work is a novel. Novel is a type of extended prose fiction, that makes use of characters, plot, theme and setting to pass across its message (Nnyagu et al., 2017, p.78). In addition with that, Bakhtin stated that novel genre is capable to develop much of what other form might cannot, including an ability to engage with contemporary reality, and also pointing his argument about its adaptive characteristic with cultural, historical and aesthetic circumstances (Pugh & Johnson, 2014, p.146).

Based on those definitions, novels have the ability to serve as a fictional source that is enjoyable and stays pertinent through their ability to adapt to different social situations while maintaining their unique characteristics. It continuously reinvents itself in various exciting ways, whether through its

genres, themes, storyline, or its significance within a social framework.

For a long time, literature has been utilized to delve into the creative thoughts of authors. The writers utilize their understanding of psychology to craft realistic and understandable characters. Psychology also has a profound influence in the literary works. It showed us a real-life phenomenon or even tried to embrace the embodiment of social life in various terms (Wellek & Warren, 1948, p. 85-86). In addition with that, According to Wellek and Warren (1948), "psychology of literature is a study of individual psychology, creative process, psychological types within works of literature and its effect upon its reader" (75).

As those definitions stated about the relation between psychology and literature, seemingly that literature has a particular process of internal psyche, which the author tried to deliver to the reader based on the character that served their uniqueness in the literature. It generates ideas about the working and structure of the human psyche, which creates a common ground between literature and human world (Çakırtaş, 2019, p.10)

Shadow and *Persona*, developed by Carl Gustav Jung as part of four major archetypes alongside with *Anima/Animus*, and *The Self* (Cherry, 2023).

Shadow self refers to the unconscious part of the personality that contains all of the aspects of ourselves that we assume unacceptable or undesirable. This has the deepest roots of all archetypes, as it contains basic, primal animal instincts. It

is considered by society as evil and immoral reside in the shadow (Schultz & Schultz, 2017, p.92). These projections are very difficult, if not impossible, to dissolve, and they would lead to the negative side of the personality. The shadow is become a moral problem that seemingly challenge the ego-personality and it requires us to push the moral effort (C. G. Jung, 1968, 8-9).

Persona, this Latin word comes from the masks used by actors. A mask, also known as a persona, is similar to our true self but is significantly shaped by external influences; in other words, persona is defined as a component of personality that people wish to display to the outside world.

As Jung explained (1953) : "*The persona is a complicated system of relations between the individual consciousness and society, fittingly enough a kind of mask, designed on the one hand to make a definite impression upon others, and on the other, to conceal the true nature of the individual*" (305).

Although it is important and can be helpful, people must not let it slip. There is a potential it can be so harmful if we believe that is our true nature. The role that we intend to play, turns out into the role that we become to (Schultz & Schultz, 2017, p.91-92). If we identify too closely with our persona, we may prevent ourselves from consciousness and restrain ourselves to attaining the self-realization (Feist & Feist, 2008, p.107)

RESEARCH METHODOLOGY

In this study, the researcher employed a descriptive qualitative approach. This approach focuses on

qualitative aspects, or something that pertains to the quality or kind (Khotari, 2014, p.3). Many fields and disciplines such as sociology, psychology, linguistics, educational research etc. use the qualitative method more frequent in past decade (Miles & Huberman, 1994, p.1). By uncovering various facts and analyzing them through the novel's data, the researcher leans towards the qualitative approach due to the importance of the information source in the analysis. The data that has been collected then continues into the analysis process. In this research, thematic analysis is used for analyzing collected data within qualitative research. According to Braun and Clarkes (2006), there are six phases in analyzing the data, consisting of *familiarization, generating initial codes, identifying themes, reviewing themes, defining and naming themes, and producing the report.*

FINDING AND DISCUSSION

This section aims to reveal the **Shadow** and **Persona** depicted on Napoleon in the *Animal Farm* novel.

Shadow depicted on Napoleon

Shadow resides in the unconscious mind and contains hidden aspect of the personality. These can be negative traits you repress. The shadow houses our primal instincts and desires that society or our own self-image deems unacceptable.

One day, however, he arrived unexpectedly to examine the plans. He walked heavily round the shed, looked closely at every detail of the plans and snuffed at them once or

*twice, then stood for a little while contemplating them out of the corner of his eye; then suddenly he lifted his leg, **urinated over the plans**, and walked out without uttering a word (Orwell, p. 33).*

In that quotation, Snowball made well-presented progress by drawing immersive illustrations on a wooden floor. However, only Napoleon showed a lack of admiration for Snowball's plan and was against it from the start. His act of urinating Windmill's drawing was an act of jealousy towards Snowball's ideas shown by him on phrase "**urinated over the plans**" because he felt jealous of Snowball's more progressive achievements especially on the Windmills plan.

Then Napoleon stood up to reply. He said very quietly that the windmill was nonsense and that he advised nobody to vote for it, and promptly sat down again; he had spoken for barely thirty seconds, and seemed almost indifferent as to the effect he produced (Orwell, p. 35)

Napoleon confidently states in the quote that the windmill plan is foolish and tries to persuade other animals to stay away from anything related to it. Although he does not provide further explanation or reasoning, it is evident that he consistently attempted to undermine Snowball's windmill proposal in front of others. He is also apathetic towards what he has already stated. Maybe he had a fear of failing or a distaste for Snowball's progressive ideas, revealing insecurities about those things as a shadow within himself.

When Napoleon gathered all the animals on Sunday morning, he announced something that inflicted uneasiness among the others.

One Sunday morning, when the animals assembled to receive their orders, Napoleon announced that he had decided upon a new policy. From now onwards Animal Farm would engage in trade with the neighbouring farms: not, of course, for any commercial purpose, but simply in order to obtain certain materials which were urgently necessary (Orwell, p. 42)

The quote in question is rather ironic. If we trace back to the start of the story, the animals are determined to steer clear of humans. Nevertheless, Napoleon took sole responsibility for making all decisions, even though it was claimed to be in the best interest of the windmill. This is the point at which Napoleon's hypocrisy becomes apparent. Acting hypocritically means that he may praise certain values while his own behavior does not reflect those values. This difference frequently comes to light. Some people might judge others for actions that they actually wish to do or hide in themselves.

Napoleon accepted a contract for four hundred eggs a week, however this resulted a moment of disbelief from the hens as they are the one who produced the eggs. The hens then thwart Napoleon's wishes by laying the eggs from the rafters which smashed into pieces.

Napoleon acted swiftly and ruthlessly. He ordered the hens'

rations to be stopped, and decreed that any animal giving so much as a grain of corn to a hen should be punished by death. The dogs saw to it that these orders were carried out. For five days the hens held out, then they capitulated and went back to their nesting boxes. Nine hens had died in the meantime (Orwell, p. 51)

This quote demonstrates Napoleon's tendency to act ruthlessly and his willingness to show cruelty to other animals, which reveals a darker aspect of his character that utilizes violence as a means of controlling the farm. This act of violence is viewed as evil and immoral by society in an objective manner due to the harm it causes, the violation of rights, the disturbance of social order, and the possibility of escalation.

Persona depicted on Napoleon

Persona is the images that humans represent to the outside world in order to fit themselves with society. People cover themselves with their personas to create an acceptable appearance and leave a good impression on society.

On one evening, Squealer explained something related to the windmill plan, and he said that the windmill plan originated from Napoleon. Snowball has been accused of stealing the plan from Napoleon.

That evening Squealer explained privately to the other animals that Napoleon had never in reality been opposed to the windmill. On the contrary, it was he who had advocated it in the beginning, and the plan which Snowball had drawn

on the floor of the incubator shed had actually been stolen from among Napoleon's papers. The windmill was, in fact, Napoleon's own creation (Orwell, p. 38-39)

After Snowball is expelled in the earlier part of the story, Napoleon aims to rewrite history to credit himself as the true mastermind of the windmill idea. This weakens Snowball's achievements and enhances Napoleon's assertion of leadership by depicting Snowball as a thief who took credit for Napoleon's idea. This is a moment when Napoleon's image as an infallible leader can be formed, possibly through propaganda.

Shortly after Squealer said such things, many animals started to questioning Napoleon's principle which as they exactly remembered that Napoleon is the one who strongly against the windmill plan. However, Squealer do another cunning narration.

Why, then, asked somebody, had he spoken so strongly against it? Here Squealer looked very sly. That, he said, was Comrade Napoleon's cunning. He had seemed to oppose the windmill, simply as a manoeuvre to get rid of Snowball, who was a dangerous character and a bad influence. Now that Snowball was out of the way, the plan could go forward without his interference. This, said Squealer, was something called tactics. He repeated a number of times, "Tactics, comrades, tactics!" (Orwell, p. 39)

This quotation may offer a different portrayal of how Squealer tried to mold

Napoleon's image as a skilled leader with innovative strategies. This also demonstrates how others' expectations can construct an artificial identity, even if it was created out of necessity to meet societal demands.

Then as the story goes on, his persona as a respected leadership which termed "*Napoleon is always right*" getting more inclined. This can be seen when some animals, particularly Boxer.

Boxer, who had now had time to think things over, voiced the general feeling by saying: "If Comrade Napoleon says it, it must be right." And from then on he adopted the maxim, "Napoleon is always right," in addition to his private motto of "I will work harder." (Orwell, p. 37)

*Clover warned him sometimes to be careful not to overstrain himself, but Boxer would never listen to her. His two slogans, "I will work harder" and "**Napoleon is always right,**" seemed to him a sufficient answer to all problems (Orwell, p. 41)*

*Boxer passed it off as usual with "**Napoleon is always right!**" (Orwell, p. 45)*

***Long live Animal Farm! Long live Comrade Napoleon! Napoleon is always right.**' Those were his very last words, comrades." (Orwell, p. 83)*

*Napoleon ended his speech with a reminder of Boxer's two favourite maxims, "I will work harder" and "**Comrade Napoleon is always***

right“– maxims, he said, which every animal would do well to adopt as his own.
(Orwell, 84)

From the quotes provided, it is clear that the saying **"Napoleon is always right"** first spoken by Boxer, shows how Napoleon appears flawless by repeatedly promoting this concept, thus shaping the animals' perception of him. They begin to think that he is unable to make errors, thereby strengthening his control. The control of the masses through the creation of a powerful persona and the manipulation of information.

As the story progresses, Napoleon attempts to cultivate his persona, becoming more inclined. Proven by this narration

Napoleon was now never spoken of simply as "Napoleon." He was always referred to in formal style as "our Leader, Comrade Napoleon," and this pigs liked to invent for him such titles as Father of All Animals, Terror of Mankind, Protector of the Sheep-fold, Ducklings' Friend, and the like. (Orwell, p. 62)

You would often hear one hen remark to another, "Under the guidance of our Leader, Comrade Napoleon, I have laid five eggs in six days"; or two cows, enjoying a drink at the pool, would exclaim, "Thanks to the leadership of Comrade Napoleon, how excellent this water tastes!" (Orwell, p. 62)

Those quotes reveal Napoleon's effort to construct a strong and untouchable persona. The transition from using "Napoleon" to titles that only refer to him as "Napoleon" is no longer sufficient. The pigs, probably designated by Napoleon,

currently employ official titles such as **"Our leader, Comrade Napoleon,"** and the pigs go beyond standard titles, inventing grandiose ones like **"Father of All Animals"** and **"Terror of Mankind."** This is an attempt to craft Napoleon's persona of absolute authority, benevolent yet powerful.

Impact of Napoleon's Shadow and Persona towards the farm

It involves the effects that have been experienced by the animals. These effects are displayed as the results of Napoleon's leadership as the story goes on.

1.The Division of Idealism among Animals

The similarity to the expelled farmer, Jones, and his cruel leadership reflected by Pincher and the attack dogs create unease and doubt among the animals. Squealer, Napoleon's deceitful propaganda agent, weaves a network of falsehoods that trap certain animals, especially the devoted Boxer, who naively believes that Napoleon's deeds are for the benefit of all. However, some individuals, such as Clover, observe the gradual deterioration of the rebellion's ideals with growing disillusionment. The liberties they bravely defended are now overshadowed by a different type of oppression, a painful deception that weakens their solidarity. This division within the animal society undermines their strength and makes them easier targets for manipulation and control by Napoleon.

2. Loss of Freedom

The freedoms that the animals fought for under Mr. Jones's rule are slowly taken away from them. Napoleon limits their freedom of movement and enforces strict quotas for labor. The windmill project, originally proposed to enhance their circumstances, ultimately symbolizes their enslavement. Despite Napoleon's assertion that they are living better than ever, food shortages are now a frequent occurrence. The original bond of friendship and equality transforms into fear, mistrust, and unquestioning obedience.

3. Deviation of Farm's History

Napoleon manipulates history to boost his own reputation while eliminating the influence of Snowball, the leader with more idealistic views. Even though Snowball has been gone for a while, he is still blamed for any issues that arise on the farm. He takes credit for the victory in the rewritten Battle of Cowshed. He also tricks other animals into thinking that the windmill idea was his own. The outcome of this cunning deception is a highly twisted story. Napoleon holds ultimate power, depicted as the flawless leader, with any opposing views vilified as betrayal. This made-up history has a frightening intention. By manipulating history, Napoleon effectively stops the animals from gaining insight from their errors and resisting the controlling system he has put in place. Their fate, influenced by a network of falsehoods, transforms into one of unquestioning compliance and steadfast backing for a ruler who distorts history for his personal benefit.

CONCLUSION

Based on the analysis that has been done, it is concluded that literary works play an important role, not only for individuals, but also for society. This literary work can be presented in various forms such as novels, which have the ability to adapt. In this study, we can see that literature is able to go hand in hand with other scientific fields, for example psychology, making it a crucial tool in conducting a study related to the personality of a character in a literary work. In the novel *Animal Farm*, Napoleon's personality can be described through the concept of *shadow* and *persona* theory. Napoleon's *shadow* aspects stems from his strong wish to lead as a dictator who rules independently. During the pursuit of this objective, the researcher uncovers several questionable traits in Napoleon's personality. Napoleon's desire for power, dominance, and supremacy over other animals is clear in his efforts to solidify his control by establishing himself as the sole ruler and limiting the animals' ability to speak out, ensuring no uncertainty in his leadership.

Either Napoleon himself or Squealer created Napoleon's *persona* to portray him as a legitimate leader, even though it was actually a facade hiding his true intentions. Some animals that might have faith in him always provide the support he needs, resulting in unquestioning belief. Napoleon has frequently been portrayed as clever, talented, and forward-thinking, shown by his skill in manipulating concepts, but this masks his lack of originality in managing the farm.

Napoleon's *shadow* and *persona* are essential throughout *Animal Farm*, controlling the animals and ultimately guiding them towards corruption.

Initially, the animals' idealism was split. Made them susceptible to manipulation. The animals were deprived of their freedom due to harsh conditions that compelled them to follow unwanted rules. Finally, the farm's history has been skewed by the manipulation of past events or the tarnishing of the farm's idealism.

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