

**ANALYSIS OF PERSONALITY TRAITS AND SOCIAL INTERACTION  
ON THE MAIN CHARACTER JAKE SULLY  
IN THE AVATAR (2009) MOVIE**

**A FINAL PROJECT**

**Presented as Partial Fulfillment of Requirements to Obtain  
the *Sarjana Sastra* Degree In English Literature**



**EVA ALFIONA FITRICIANINGTYAS**

**30802000014**

**ENGLISH LITERATURE STUDY PROGRAM  
FACULTY OF LANGUAGE AND COMMUNICATION SCIENCE  
SULTAN AGUNG ISLAMIC UNIVERSITY**

**2024**

**PAGE OF APPROVAL**

A Final Project Entitled

**ANALYSIS OF PERSONALITY TRAITS AND SOCIAL INTERACTION  
ON THE MAIN CHARACTER JAKE SULLY  
IN THE *AVATAR* MOVIE (2009)**

Prepared and Presented by:

**EVA ALFIONA FITRICIANINGTYAS**

**30802000014**

Has been approved by the advisor and to be examined by the Board of Examiners.

Semarang, 2 Agustus 2024



Afina Murtiningrum, S.S, M.M., M.A.

Advisor

**PAGE OF VALIDATION**

A Final Project Entitled

**ANALYSIS OF PERSONALITY TRAITS AND SOCIAL INTERACTION  
ON THE MAIN CHARACTER JAKE SULLY  
IN THE *AVATAR* MOVIE (2009)**

Prepared and Presented by:

**EVA ALFIONA FITRICIANINGTYAS**

**30802000014**

Defended before the Board of Examiners

On August 2024

And Declared Acceptable

**Board of Examiners**

**Chairman: Afina Murtiningrum, S.S., M.M., M.A.**

**Secretary : Idha Nurhamidah, S.S., M.Hum.**

**Member : Destary Praptawati, S.S., M.Hum.**



Semarang, 19<sup>th</sup> August 2024

Dean Faculty of Language and Communication Science

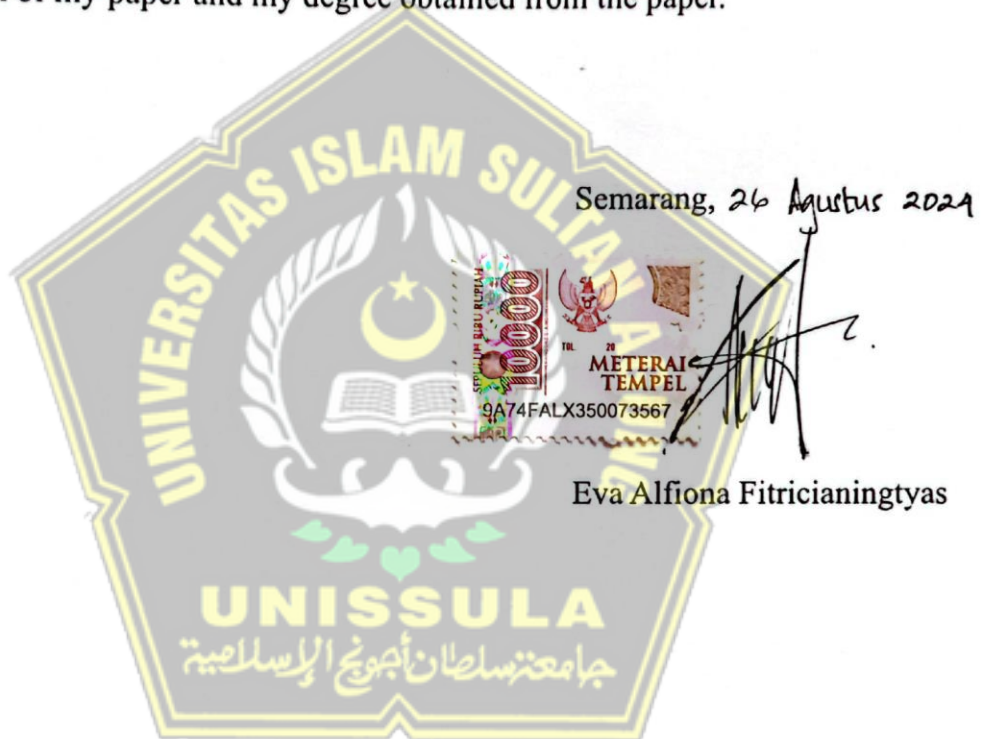


UNISSULA  
SEMARANG

Trimanah, S.Sos., M.S.

## STATEMENT OF WORK'S ORIGINALITY

Hereby, I honestly declare that the undergraduate final project I wrote does not contain the works or part of the works of other people except those that were cited in the quotations and the references, as a scientific paper should. If my statement is not valid in the future, I fully agree to accept academic consequences in the form of revocation of my paper and my degree obtained from the paper.



## MOTTOS

Allah, may You give me the strength to change what I can change, the patience for what I cannot change, and the wisdom to distinguish between what I can change and what I cannot.

(Ustadz Felix Siau)

Nothing is permanent in this world, not even our troubles.

(Charlie Chaplin)

## DEDICATION

First thing first, I dedicate this final project to my parents and family who always give me support whenever I need it, sincere love, best prayers, trust, and tremendous effort. Secondly, to all those who accompanied me, including my precious friends who supported me and encouraged me to go through until I finish this final project.

I am so grateful that I cannot thank you enough.

## ABSTRACT

**Fitricianingtyas, Eva Alfiona. 30802000014.** Analysis of Personality Traits and Social Interaction on the Main Character Jake Sully in the *Avatar* (2009) Movie. A Final Project of the English Literature Study Program, Faculty of Language and Communication Science. Sultan Agung University. Advisor: Afina Murtiningrum, S.S., M.M., M.A.

Every person is created with a unique character that distinguishes one from another in thinking, behaving, or responding to a certain situation. This is then reflected in Jake Sully as the main character in the *Avatar* movie which then affects his social interactions in society. This study used the *Avatar* (2009) movie by James Cameron as the object of this study and applied the personality traits theory from McCrae and Costa and the social interaction theory from Tischler.

The method used in this research was descriptive qualitative. Two types of data were used in this study, namely primary and secondary. Primary data were taken from the movie. Meanwhile, secondary data were taken from e-books, e-journals, and articles about personality traits and social interaction. There were several steps to analyze the data, such as watching the movie and reading the script of *Avatar* (2009), identifying data, classifying data, and reducing data.

The result that can be drawn from this study is that the personality traits found in Jake Sully are extraversion, agreeableness, conscientiousness, and openness to experience. Meanwhile, the social interactions performed by Jake Sully are non-verbal behavioral, exchange, cooperation, and conflict. From the result, it can be concluded that there is a relationship between personality traits and social interaction including the manifestation of personality traits in social interaction and the influence of personality traits on social interaction. For instance, Jake has an extraverted personality which makes him more expressive in socializing and can be seen through his non-behavioral interaction, his openness to experience can also be shown in exchange interaction for mutual benefit, his agreeableness affects cooperation with others and conscientiousness is also reflected in his conflict.

**Keywords: personality traits, social interaction, *avatar* (2009)**

## INTISARI

**Fitricianingtyas, Eva Alfiona. 30802000014.** Analisis Sifat Kepribadian dan Interaksi Sosial pada Tokoh Utama Jake Sully dalam Film *Avatar* (2009). Tugas Akhir Program Studi Sastra Inggris, Fakultas Bahasa dan Ilmu Komunikasi. Universitas Sultan Agung. Dosen Pembimbing: Afina Murtiningrum, S.S., M.M., M.A.

Setiap orang diciptakan dengan karakter unik yang membedakan satu dengan yang lainnya dalam berpikir, berperilaku, atau merespon suatu situasi. Hal ini kemudian tercermin dalam diri Jake Sully sebagai tokoh utama dalam film *Avatar* yang kemudian mempengaruhi interaksi sosialnya di masyarakat. Penelitian ini menggunakan film *Avatar* (2009) karya James Cameron sebagai objek penelitian dan menerapkan teori sifat-sifat kepribadian dari McCrae and Costa serta teori interaksi sosial dari Tischler.

Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif. Ada dua jenis data yang digunakan dalam penelitian ini, yaitu data primer dan sekunder. Data primer diambil dari film. Sementara itu, data sekunder diambil dari e-book, e-journal dan artikel tentang sifat-sifat kepribadian dan interaksi sosial. Ada beberapa langkah untuk menganalisis data, yaitu menonton film dan membaca naskah film *Avatar* (2009), mengidentifikasi data, mengklasifikasikan data, dan mereduksi data.

Hasil yang dapat diambil dari penelitian ini adalah ciri-ciri kepribadian yang terdapat dalam diri Jake Sully adalah ekstrasversi, keramah-patutan, kehati-hatian, dan keterbukaan. Sedangkan interaksi sosial yang dialami oleh Jake Sully adalah perilaku non-verbal, pertukaran, kerja sama, dan konflik. Dari hasil tersebut dapat disimpulkan bahwa terdapat hubungan antara sifat-sifat kepribadian dengan interaksi sosial meliputi perwujudan sifat-sifat kepribadian dalam interaksi sosial dan pengaruh sifat-sifat kepribadian terhadap interaksi sosial. Misalnya, Jake memiliki kepribadian ekstrasvert yang membuatnya lebih ekspresif dalam bersosialisasi dan dapat dilihat melalui interaksi non-tingkah lakunya, keterbukaannya terhadap pengalaman juga dapat ditunjukkan dalam interaksi kerja sama untuk saling menguntungkan, sifat keramah-patutannya memengaruhi interaksi kooperatif dengan orang lain, dan kehati-hatiannya juga tercermin dalam konflik yang dialaminya.

**Kata Kunci:** sifat-sifat kepribadian, interaksi sosial, *avatar* (2009)

## ACKNOWLEDGEMENT

Alhamdulillah, first of all I would like to express my greatest gratitude to Allah Subhanahu Wa Ta'ala, the God of the Univers, who has given me his extraordinary favor and grace so that I can complete this final project. Second, shalawat and salam are always conveyed to our prophet Muhammad Shallallaahu 'Alaihi wa Sallam, who saved us from the darkness and guided us to the right path named Islam.

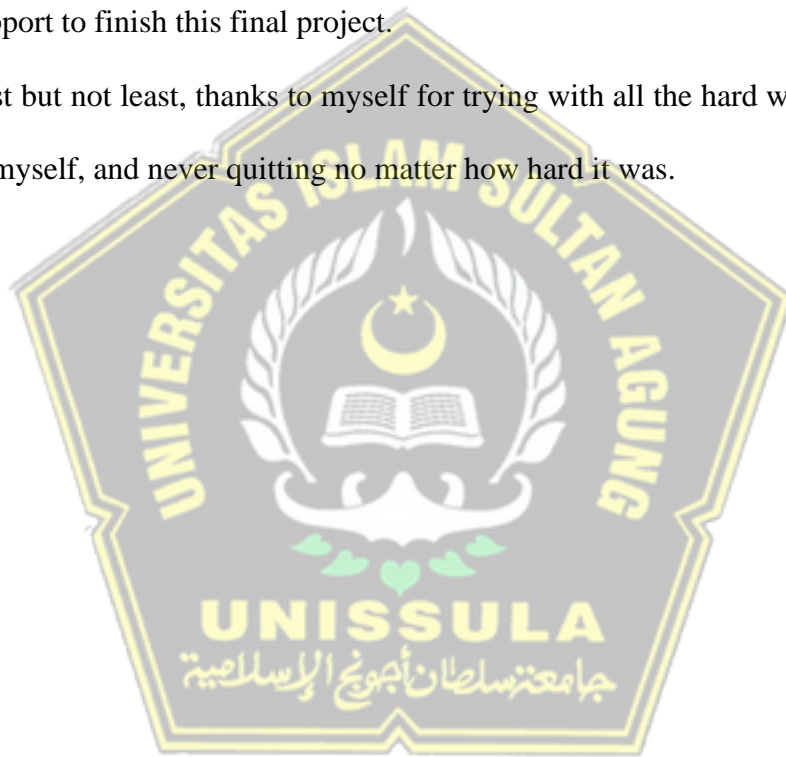
Furthermore, I realize that this final project would never have been complete without the help, guidance, and support of other parties involved. Therefore, through this opportunity, I would like to say a million thanks to the following people who are always there in every process that I go through:

1. Thanks to Prof. Dr. Gunarto, S.H., M.Hum. as the rector of Sultan Agung Islamic University Semarang.
2. Trimanah, S.Sos., M.Si. as the Dean of Faculty of Language and Communication Science.
3. Destary Praptawati, S.S., M.Hum. as the head of English Literature Study Program. Also, my respectable academic advisor who has guided me from the first semester until the last semester.
4. Afina Murtiningrum, S.S., M.M., M.A. as my advisor for this final project who always patiently gives me great advice, guidance, support, and encouragement to finish this final project.



5. All of the lecturers of the English Literature Study Program at Sultan Agung Islamic University who always teach and give great advice, knowledge, and experience that are useful. Thank you very much.
6. My beloved parents, my father who is already in the arms of God, the late Hadi Suharso, and especially my extraordinarily strong mother, Suwarsih, also my little brother Arif Nur Hidayat for all the love, hard work, incredible support, sincere prayers, and provide endless encouragement for me throughout my whole life.
7. Juli Susanti, Soleh Hidayat, Natasya N. Safitri, Khaila R. Althafunisa, and all my dearest family who have given their support, patience, affection, and prayers for the success of my life. I would never live in happiness and my life is meaningless without them.
8. My precious friends, Efi Melia Tanti and Feny Yulita Suryaningtyas, who have always been by my side, supporting, listening, and believing in me every step I take during my study on this campus. You both always helped me out when things got tough.
9. My cherished friend from high school who are always there whenever I need her, listening and sharing laughter from the stories of our days, Hidayatul Maulida.
10. Atika Fina, my good friend that I know no matter how far away we are, you are always there and still the same.

11. Atiya Zulfana, Assyifa'u, and Ilma, those who have been fun friends, really helped me out when I was in need and cheered me up when I was struggling. I treasure our days together.
12. All of the students of English Literature 2020, thanks for all the support and great memories during my study on this campus.
13. Everyone who might not be able to mention one by one for all their prayers and support to finish this final project.
14. Last but not least, thanks to myself for trying with all the hard work, believing in myself, and never quitting no matter how hard it was.



## TABLE OF CONTENTS

PAGE OF APPROVAL .....	i
PAGE OF VALIDATION .....	ii
STATEMENT OF WORK'S ORIGINALITY .....	iii
MOTTOS .....	iv
ABSTRACT .....	v
INTISARI.....	vi
ACKNOWLEDGEMENT .....	vii
TABLE OF CONTENTS .....	vi
CHAPTER II REVIEW OF RELATED LITERATURE .....	8
A. Synopsis.....	8
B. Related Literature .....	8
B.1. Personality.....	10
B.2. Personality Traits Theory .....	11
B.3. Social Interaction .....	14
B.4. Types of Social Interaction .....	15
B.5. Relation Between Personality Traits and Social Interaction.....	16
CHAPTER III RESEARCH METHOD .....	19
B. Data Organizing .....	20

B.1. Data Collection Method .....	20
B.2 Types of the Data .....	21
C. Analyzing the Data .....	22
CHAPTER IV FINDING AND DISCUSSION.....	23
A. Personality Traits Experienced by Jake Sully in <i>Avatar</i> Movie (2009) .....	23
A.1. Openness to Experience .....	23
A.2. Conscientiousness .....	27
A.3. Extraversion .....	29
A.4. Agreeableness .....	32
B. Analysis How Personality Traits Define the Type of Social Interaction Performed by Jake Sully in <i>Avatar</i> Movie by James Cameron .....	35
B.1. Non-verbal Behavioral .....	36
B.2. Exchange .....	39
B.3. Cooperation .....	42
B.4. Conflict.....	45
CHAPTER V CONCLUSION AND SUGGESTION .....	49
A. Conclusion .....	49
REFERENCES.....	51
APPENDICES .....	54

# CHAPTER I

## INTRODUCTION

### A. Background Of the Study

Every human being is created with their own unique character or personality. According to Back, personality refers to people's tendency to act and experience in certain ways that differ from those of others (9). Personality plays a role in influencing people, such as determining their actions, reactions, interactions, and social relationships.

Individual differences can be explained by personality traits (Wayment & Taylor in Rentzsch et al 3). McCrae and Costa's five-factor theory is one of many theories that analyze human behaviour, and it draws on the basic principles of trait theory to characterize individuals according to consistent patterns of thought, feeling, and behaviour (Personality 140) Briefly, this theory provides five dimensions of personality traits: neuroticism, extraversion, openness to experience, agreeableness, and conscientiousness (McCrae and Costa, *Adulthood* 3).

According to Nezlek et al., based on trait theories, individual personality differences should be related to social interaction, which becomes fundamental in most people's lives (2). For example, extroverts will find it easier to interact with others because they tend to be proactive. On the other hand, introverts tend to be shy, passive, and even avoid social stimuli. Thus, personality differences show up during social interactions. Social interaction can be understood as a starting situation in which individuals are aware of and inevitably influence each other. Social interactions, such as meetings, cooperation, gatherings, or short

conversations, can be considered as the building blocks that structure our social life (Back 10). In the journal *Role of Social Interaction on Quality of Life* (Datta 292), the present study has emphasized the critical role of social interaction in increasing the elderly quality of life. Sharing their feelings is a way to avoid loneliness, thus improving their mental health. Indeed, not only the elderly but all human individuals need others as social beings.

Social interaction may sound like a simple topic because almost everyone does it. However, the process is quite complex. If not done well, the individual's life will face drastic changes. For example, a case in Japan is related to the issue of severe social isolation called hikikomori. According to Suwa, hikikomori, or social withdrawal, means people decline all social contact and stay away from social activities. In some cases, they do not even talk with others and confine themselves in their room for a while (191). This can be due to high neuroticism, which is characterized by emotional instability, depression, anxiety, or being pressured by environmental circumstances.

However, discussing people's personality traits and social interactions is not only found in real life but also displayed in various literary media, such as novels, poems, dramas, and movies. In literary works, —literature always depicts the social and cultural events that occur in society (Sabudu 26). Literature can reflect social conditions and phenomena because the author expresses ideas related to different habits and norms when the author is involved in living in them. In this way, the existence of the literary work becomes inseparable from the reality happening in society. Esten argues that literature is an artistic and imaginative expression of facts

as a manifestation of human life and society in general through language as a medium and has a positive and negative effect on human life (9).

Using movies as objects in analysis is interesting. When analyzing personality traits, especially social interactions that require social contact and communication, it will be easier to use movies with lively movement of an event and dialogue or monologue. Moreover, live conversation will retain non-verbal aspects such as gestures, facial expressions, and intonation clearly depicted, providing additional information to increase understanding.

One of the literary works in the form of a movie is *Avatar* by James Cameron, which will be the object of this research. James Francis Cameron, a Canadian filmmaker, is one of the most promising figures. Many of his works have been recognized worldwide, such as *The Terminator* (1984), *Aliens* (1986), *Titanic* (1997), and others. The science-fiction story that excellently combines real actors with the best CGI technology in *Avatar* (2009) made this film a blockbuster and became one of Cameron's best works. *Avatar* provided a whole new atmosphere and became an essential breakthrough in literary work. Although this movie was released in 2009, it contains issues that are still relevant today. The different kinds of social interactions that happen are not limited by race, culture, and beliefs but, instead, the need to survive and build a social life.

This movie tells the story of Jake Sully, a former mariner who becomes an avatar operator to replace his brother, who has died. He is assigned as a bodyguard for Dr. Augustine and Dr. Norm Spellman as they study the native flora and fauna on the planet Pandora. His encounter with a female Na'vi named Neytiri in the

jungle led him to the Omaticaya tribe. In exchange for getting his legs back, Jake came to the Omaticaya tribe to learn about their native tribal life. Jake's open-mindedness and curiosity made it easy for him to blend in and learn about the culture. This is to find a way to extract unobtainium and encourage the Na'vi to leave their Home Tree, even if by force. However, his feelings and values within him changed that. He did not want the life that had been going well and in harmony with nature to be destroyed. Throughout the movie, Jake Sully's personality traits can influence his behaviour, thoughts, and emotions, including his choice to communicate and interact with others. Therefore, this movie is suitable for use as the object of the study.

Several previous studies that have discussed the Avatar movie were (1) "Analysis Of Social Criticism In Avatar Movie" written by Ridwan Dhiyaurrahman, 2022, (2) "An Analysis of Environmental Issues Using Ecocriticism in James Cameron's Film Avatar" written by Rohmah Romadhon, 2011, (3) "Hyperreal Identity in Avatar Movie (2009)" written by Dewi Sri Mulyawati, 2022, (4) "An Analysis of Conflict in the Movie Script Avatar Directed by James Cameron" written by Ahmad Prabowo, 2020, (5) "Jake Sully Motivation to Change" written by Dita Kristina, 2019.

A study also discussed the same topic as this research in the journal *A Sociological Analysis of Social Interaction as Portrayed by Dido of Belle Film*. This study by Agustina et al. focuses on finding the type of social interaction Dido experienced and her personality traits in *Belle* film. The results of this study showed that Dido experienced four types of social interaction, such as nonverbal behavioral



interaction, exchange interaction, cooperative interaction, and conflict interaction. Meanwhile, Dido's personality traits are extraversion, openness to experiences, agreeableness, and conscientiousness. Dido's character participates in achieving the goal and obtaining the best form of interaction (55).

From the research that has been done with the movie *Avatar*, the topics of personality traits from Costa and McCrae and social interaction from Tischler have yet to be applied. The use of these topics still needs to be improved in academic writing. Therefore, this is a strong reason for choosing the title "**Analysis of Personality Traits and Social Interaction on the Main Character Jake Sully in the *Avatar* Movie (2009)**" for this study.

#### **B. Problem Formulation**

1. What types of personality traits are portrayed by Jake Sully in the *Avatar* movie by James Cameron?
2. How do personality traits define the type of social interaction performed by Jake Sully in *Avatar* movie by James Cameron?

#### **C. Limitation of the Study**

This study only focuses on Jake Sully's personality traits and the types of social interaction he engages in as the main character in the film *Avatar* by James Cameron.

#### **D. Objectives of the Study**

This study analyses Jake Sully as the main character in the *Avatar* movie. The objectives of the study are as follows:

1. To portray types of personality traits by Jake Sully in the *Avatar* movie by James Cameron.
2. To analyze how personality traits define the type of social interaction performed by Jake Sully in *Avatar* movie by James Cameron.

### **E. Significance of the Study**

This study focuses on explaining personality traits and their relation with the types of social interaction depicted by Jake Sully in *Avatar* movie by James Cameron. This study has theoretical and practical benefits. Theoretically, the result of this study will enhance the knowledge of the readers about personality traits, especially by Costa and McCrae, and how personality traits relate to types of social interaction portrayed by Jake Sully in *Avatar* movie by James Cameron. Whereas, practically the results of this study can be used as guidelines and reference material for other researchers who want to research the personality traits and types of social interaction.

### **F. Organization of the Study**

This study is divided into five chapters. Chapter I of this study consists of the general introduction, which includes the background of the study, the statement of the problem, the limitation of the study, the objectives of the study, the significance of the study, and the organization of the study. Chapter II consists of reviews of related literature, which includes a synopsis and review of theory in previous research. Chapter III consists of the research method, which includes watching the movie, reading the movie script, identifying the data, classifying the

data, and reducing the data. Chapter IV contains findings and discussion. Chapter V consists of a conclusion and suggestions.



## CHAPTER II

### REVIEW OF RELATED LITERATURE

#### A. Synopsis

*Avatar* was a science fiction movie written and directed by James Francis Cameron, a well-known figure among Hollywood moviemakers. *Avatar* premiered on December 10, 2009 in London. The movie was highly appreciated and received a positive response due to its incredible visual effects. The innovative techniques and technology used were vital to the production's success. During its run, *Avatar* broke several box office records and became the highest-grossing film ever.

In this movie, it was said that the Earth's ecosystem had been polluted and lacked natural resources due to arbitrary human actions. Therefore, The Resources Development Administration (RDA) wanted the unobtainium mineral in Pandora to be used as a new resource. To explore Pandora, a Na'vi human hybrid called "Avatar" was created. Jake Sully, a paralyzed former mariner, replaced his twin brother Tommy to become the avatar driver. Since he was not a researcher like his brother but instead a former marine, he became the bodyguard of Dr. Grace's team.

While accompanying Grace and Dr. Norm Spellman's avatars in the forest, Jake's Avatar was attacked by wild animals after his high curiosity made him explore and looked around, then accidentally met them. He ran into the wilderness and was rescued by female Na'vi Neytiri. Jake also actively initiated communication with Neytiri, which takes time as Neytiri was wary. However, she

still brought Jake to her Omaticaya clan out of suspicion. This was where the exchange between Jake and the clan occurred. Jake asked to stay and learn their lifestyle, and the clan leader agreed to do so for the same reason, which was to learn Jake's skills as a warrior. Upon hearing this, Quaritch, the head of the security forces, offered Jake transactions to give information about the Na'vi and their Hometree, which contained abundant unobtainium. In return, Jake would get his legs back.

On his mission to learn about Na'vi's life, Jake's open-mindedness helped him acclimate himself well to an entirely new environment. He was able to learn tenaciously about the culture, language, and customs of the clan. His friendly personality also allowed him to get along with the community quickly. He also participated in traditional events within the clan, such as dream hunts, Ikimaya, or funerals for the Na'vi. Jake also respects their views and belief in Eywa, a highly respected entity, even if it is completely strange at first.

The conflict eventually broke out between Jake and the Omaticaya clan because Jake told the truth about his purpose for coming there to seek information and deliver a message from RDA for them to leave Hometree. Even so, Jake's feelings for Neytiri and his sense of belonging to the clan were real. Therefore, driven by a sense of responsibility and humanity, Jake turned against RDA with Dr Grace, Dr Norman, and the team to stand with the Na'vi. They did not want Pandora to be destroyed like the Earth by human greed. They also cannot bear the fact that the Omaticaya clan has to lose their homes and sacred places. Therefore, with the efforts of everyone, including many other clans, under Jake's leadership as Toruk

Makto worked together to unite the spirit to fight RDA and secure Pandora from exploitation and invasion.

## **B. Related Literature**

### **B.1. Personality**

We recognize similarities between people, but we also know that each of us has special characteristics that set us apart from the rest. According to Schultz, Personality is unique, relatively enduring internal and external aspects of a person's character that influence behaviour in different situations (6). Personality is a unique expression of an adaptation to human nature, consisting of dispositional traits, characteristic adaptations, and integrated life stories, and varies from culture to culture (McAdams and Pals 212). Personality refers to people's tendency to act and experience in certain ways that differ from those of others (Back 9).

The word 'personality' is derived from the Latin word 'persona', which refers to the theatrical masks worn by Roman actors in ancient Greek plays to describe the actor's role in the play. Personas can be masks that people wear to impress others when they are in contact with the outside world. Richards and Schmidt define personality as the uniqueness and typicality of an individual's behaviour, attitudes, beliefs, thoughts, actions, and feelings (394). Feist, on the other hand, stated that personality is a pattern of somewhat permanent qualities, dispositions, or features that provide some degree of consistency to a person's conduct (4).

## B.2. Personality Traits Theory

Traits may be shared by groups or communities, yet each individual's pattern varies. Each individual, even if they have similarities with others, has their own personality. Throughout personality history, several trait definitions have been proposed. There are two prominent views that define *traits* as 1) descriptions of individuals' ideas, feelings, and actions and 2) explanations for why individuals think, feel, and behave the way they do. The position of traits in human personality study is very important because if there is to be a specialty and distinctiveness feature called personality, then defining characteristic is traits (Buss in Matthew et al. 4).

According to McCrae and Costa, personality traits can be defined as dimensions of individual differences in tendencies to show consistent patterns of thought, feeling, and actions (*Adulthood* 25). The more of a trait people possess, the more likely they are to display the behavior for which it is intended and thus, the more frequently it may be seen. Therefore, personality traits are characters or attitudes of people as habitual states that are expressed in action within various situations.

Perceptions of personality traits contain two fundamental premises. First, traits remain consistent or stable throughout time. Stability separates traits from more fleeting characteristics of the individual, such as momentary mood state. Second, most people believe that qualities have a direct impact on behaviour. Aristotle proposed a more precise explanation, the reciprocal causal hypothesis,

which states that dispositions evolve through action and then, in turn, influence actions (Matthew 3-4).

One of many theories that examine personality traits that have been widely used is the Five Factor Theory initiated by McCrae and Costa, which presents a more comprehensive model that differentiates between enduring and changing aspects of personality (*Adulthood* 186). The five dimensions of the Five-Factor Theory are Openness to experience, Conscientiousness, extraversion, agreeableness, and neuroticism (McCrae and Costa, *Adulthood* 3).

### **1. Openness to Experience**

Openness to experience refers to actively seeking and appreciating experiences for themselves. They like to discover something new and unusual. Open individuals exhibit curiosity, creativity, inventiveness, and unconventionality. These are their values. Individuals with low scores, conservative, traditional, and inflexible ideas, as well as less emotional response (McCrae and Costa, *Adulthood* 53). Openness refers to a receptiveness to new ideas, approaches, and experiences (McCrae and Costa, *Adulthood* 46)

### **2. Conscientiousness**

Conscientiousness encompasses self-discipline, organization productivity, ambition, and persistence in achieving goals. People with high scores are hardworking, dependable, forceful, dutiful, and responsible. Individuals with low Conscientiousness tend to be indifferent, self-indulgent, unfocused, and unorganized (McCrae and Costa, *Adulthood* 53). Conscientious people are high in



achievement striving, pursuing excellence in everything they do. They have ambition. (McCrae and Costa, *Adulthood* 50)

### **3. Extraversion**

People with high scores might have more friends because they are sociable, excitable, talkative, dominant, and have positive energy. Otherwise, people with low scores prefer to be alone, quiet, rigid, tedious, and submissive. They tend to avoid social assemblies or crowded places (McCrae and Costa, *Adulthood* 53). Extraversion is characterized by a desire for social engagement and vigorous activities (McCrae and Costa, *Adulthood* 46).

### **4. Agreeableness**

People with a high agreeableness become cooperative and prefer social harmony to avoid conflict. They are commonly sympathetic, soft-hearted, helpful, forgiving, and tolerant. Agreeable people also perceive others positively. People with low agreeableness, on the other hand, are obstinate, skeptical, suspicious of others, impatient, and prone to confrontation (McCrae and Costa, *Adulthood* 53).

### **5. Neuroticism**

Neuroticism is frequently connected with impulsive control and emotional instability. This aspect might express a person's level of anxiousness. People with high neuroticism are more likely to get worried, vulnerable, irritable, nervous, emotional, and stressed. Meanwhile, those with low neuroticism are usually emotionally stable and mild, have good durability, and feel pleased with themselves (McCrae and Costa, *Adulthood* 53).

### **B.3. Social Interaction**

As part of a social community, humans will coexist in a group without exception. According to Tischler, when two people are in each other's presence, they unavoidably impact each other. Both acts, whether purposeful or unintended, show kinds of social interaction (116). Therefore, interaction has become an integral part of everyday life. Social interaction refers to social relations between individuals and individuals, groups and groups, also individuals and groups (Gillin and Gillin 489). Therefore, it is almost impossible to avoid human interaction.

There will be only social interaction if two conditions stand: social contact and communication (Gillin and Gillin 492). Social contact will be the first step in starting the interaction. Contact here can be interpreted both as physical touch directly or indirectly through some devices that allow sensory contact, such as using radio, telegraph, and other means of communication or transportation. It is also a good stimulus for social interaction. Appropriate social contact allows for a good relationship, while bad social contact will lead to bad relationships. Afterwards, communication becomes a crucial point. Both parties must take the initiative and respond to communicate well. Thus, the messages from each other can be conveyed and received clearly, and action can be determined.

## **B.4. Types of Social Interaction**

Many kinds of social interactions have emerged from researchers, however, this research will use Tischler's theory. Social interaction can be divided into some types as below:

### **1. Nonverbal behavior**

Nonverbal behavior interaction is how a person communicates with body movements, known as kinesics, such as head nodding, yawning, posture shifts, and other nonverbal cues, both spontaneous and intentional, which can affect communication (Tischler 116).

### **2. Exchange**

Social interaction in society is intended to exchange resources, both tangible and intangible. When people are in a position to do something for each other in order to receive a return, benefit, or reward, then they are engaged in an exchange interaction (Tiscler 117).

### **3. Cooperation**

A person engaging in social interaction often comes with various intentions. One of the intentions may be achieved by the joint efforts of people with similar interests. This kind of social interaction is called cooperative interaction, and it occurs when people act together to achieve shared goals or promote common interests (Tischler 117).

#### **4. Conflict**

People in conflict interaction struggle with one another for some commonly prized object or values. Conflict arises when the number of available resources is limited, or people have incompatible values (Tischler 118).

#### **5. Competition**

Competition is a form of conflict in which people or group limit their dispute to agreed-upon norms. Their disagreement must be resolved within the framework of agreed-upon regulations. Competition is a common kind of interaction in today's society, not just on the sports field but also in the business, school system, and political system (Tischler 118).

#### **B.5. Relation Between Personality Traits and Social Interaction**

The Five-Factor Theory of personality is a generic model of personality traits, a collection of qualities that are thought to be connected in some way to various actions. From this theory, each person can have diverse personality tendencies so that they can behave differently. According to McCrae and Costa, personality differences are crucial in getting along with people, in work and pleasure, and in maintaining traditions and making new ones (*Adulthood* 34). For example, McCrae suggested that “most of the research underscores the importance of Openness to shaping interpersonal interactions” (331). Back also stated, that extraverts might act in more expressive ways which creates impressions of being seen more interesting which makes others accept them more often as friends (17).

Personality can be manifested in the way we interact with others (Back 9). Back also stated that social interactions are events with a circumscribable environment, commencement, and conclusion in which two or more individuals are aware of and psychologically react to one other (3). For instance, the social outcomes of people with agreeableness personalities will show warmer and more humble behaviors that can be considered friendly, thus triggering the same reaction from others. Agreeableness might be characterized by a stronger reactivity with positive affect in response to helping behavior and a higher discomfort in response to meta-perceived suffering (Back 22). More extraverted people had more interactions and spent more time with others than less extraverted people (Nezlek et al. 20)

In the interactional perspective of personality, social interactions and the processes they entail set the scene for personality-relation transactions, where personality differently impacts social interactions, which in turn may play a role in modifying or emphasizing personality traits (Vollrath et al. 239). A journal by Nezlek et al. mentioned that many studies have examined the relationship between personality and social interaction. For example, existing research suggested that there would be positive relationships between Conscientiousness and quality of social interaction, such as Lang et al. in Nezlek et al. found a positive relationship between Conscientiousness and young adults' satisfaction with their social relationships (4-6). More conscientious people should make better interaction partners. Conscientiousness includes making and fulfilling plans, including plans involving other people and being reliable (Nezlek et al. 21).

The study also found that more extroverted people are positively related to social activity. They had more interactions and spent more time with others than less extroverted people (Nezlek et al. 20). According to Nezlek et al., agreeableness is defined in terms of not finding fault with others, being helpful and unselfish, being kind and considerate, and so forth. Individuals who possess these characteristics significantly make interactions more positive (21).

McCrae pointed out that most research to date emphasizes the importance of Openness in structuring interpersonal relationships (331). Furthermore, Openness includes being emotionally open to one's own feelings and those of others. Being open-minded involves tolerance to accepting others' beliefs, values, and ideals, which promotes good social relations (Nezlek 5). More specifically, McCrae and Sutin discussed a study indicating that Openness is a trait that laypeople may perceive in others, which can influence social interaction (8). In addition, Kashdan et al. in Nezlek et al. presented a measure of curiosity, an aspect of Openness, which has been linked to individual differences and suggests that more curious individuals are better socially adapted (6).

## CHAPTER III

### RESEARCH METHOD

#### A. Types of the Study

This study used descriptive qualitative research. Qualitative research emphasizes an in-depth understanding of the research question through an approach oriented towards humanism or idealism. It was used to understand individuals' behavior, attitudes, interactions, beliefs, and experiences. This approach could provide new perspectives in research that could not be obtained simply by measuring numerical variables and data (Gerring 2017). Qualitative research explores and understands the meaning several individuals or groups ascribe to social or human issues (Cresswell 2014).

According to Hancock et al., qualitative research aims to explain and understand how things have become the way they are in our social world. If the research question involves investigating how people experience or perceive something, exploring a new area where problems are not yet well understood or identified (for example, before developing questionnaire items), assessing whether a new service can be implemented, examining a 'real-life' context or a sensitive issue where flexibility is needed to avoid causing distress, then the methodology that suitable to apply is qualitative (5). Thus, descriptive qualitative research was used in this study because it is appropriate to analyze the relationship between personality traits and social interaction using the movie *Avatar* (2009) as the object of the study.

## **B. Data Organizing**

Data organizing contains the steps in collecting data and types of data. The data collection method in this study was conducted in systematic steps as follows:

### **B.1. Data Collection Method**

In collecting the primary data, some procedures were used as follows:

#### **B.1.1. Watching the Movie and Reading the Movie Script**

At this point, watching movies repeatedly was important. It aimed to understand the contents and details of the story, such as the themes, conflict, characters, and plot of the movie. Furthermore, watching the movie several times was done to feel the emotions and find the most exciting aspect of the movie. After watching the movie multiple times, then read the film script of *Avatar* (2009). It attempts to collect the data in the form of dialogues and monologues that are relevant to the topic discussed in this study.

#### **B.1.2. Identifying the Data**

After repeatedly watching the movie and reading the script, the next step was identifying the data. This step focused on the main character's dialogue and monologue, portraying personality traits and social interaction.

#### **B.1.3. Classifying the Data**

The next step after identifying the data was to classify the data. Classification was done by grouping the data according to problem



formulations. The data gained from the movie script was written in a table called an appendix containing columns of numbers, movie script quotes timing, analysis type, type of data, comments, and references.

#### **B.1.4. Reducing the data**

The last step was to reduce the data. Data reduction means a process of selecting the most important data from the movie script to be analyzed.

This data answers the problem formulation in Chapter I.

#### **B.2 Types of the Data**

The data in this study categorized into primary data and secondary data. The explanation of the data was as follows:

##### **1. Primary Data**

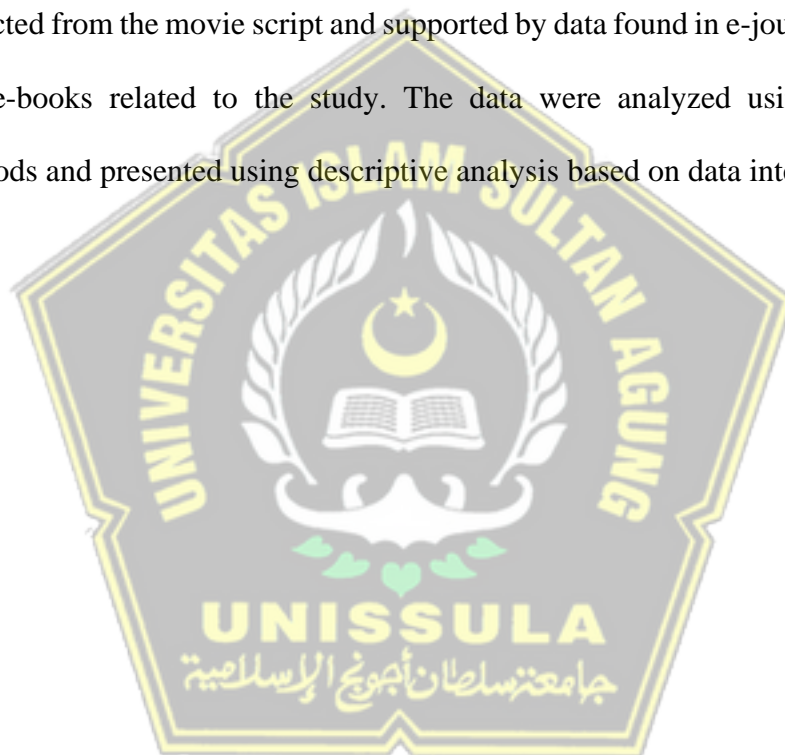
Primary data refers to the main information that provides first-hand resources related to the object of the study. The primary data in this study was the movie *Avatar*.

##### **2. Secondary Data**

Secondary data for this study came from various scientific literature on personality traits and social interactions, including e-journals, articles, and e-books. These resources were carefully chosen to help explain and clarify the primary data used in the analytical process.

#### **C. Analyzing the Data**

Analyzing the data and reporting the analysis results was the last step in conducting this study. This stage was the finalizing of the data that had been analyzed. This study used a qualitative method by collecting data in the form of dialogues, monologues, and narratives from the movie script. This step included analyzing and presenting data related to personality traits and social interaction experienced by the main character in *Avatar* (2009). The primary data was collected from the movie script and supported by data found in e-journals, articles, and e-books related to the study. The data were analyzed using qualitative methods and presented using descriptive analysis based on data interpretation.



## CHAPTER IV

### FINDING AND DISCUSSION

This chapter consists of findings and a discussion about personality traits and social interactions in *Avatar* movie (2009) to answer the two problem formulations mentioned in chapter one.

#### **A. Personality Traits Experienced by Jake Sully in *Avatar* Movie (2009)**

According to McCrae and Costa, personality traits can be defined as dimensions of individual differences in tendencies to show consistent patterns of thought, feeling, and actions (*Adulthood* 25). The five dimensions of the Five-Factor Theory are openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism (McCrae and Costa, *Adulthood* 3). The more of a trait people possess, the more likely they are to display the behavior for which it is intended and, thus, the more frequently it may be seen. Therefore, personality traits are people's characters or attitudes as habitual states expressed in action within various situations. The data to be explained in this analysis includes four things such as openness to experience, extraversion, conscientiousness, and agreeableness, while neuroticism is not found. Jake Sully's personality traits are reflected in his actions, words, and responses to things that happen around him.

##### **A.1. Openness to Experience**

According to McCrae and Costa, openness to experience refers to actively seeking and appreciating experiences for themselves. They like to discover something new and unusual. Open individuals exhibit curiosity, creativity,

inventiveness, and unconventionality (*Adulthood* 53). An example of this personality in Jake can be seen in the following quote:

Jake, bored, scouts ahead a few meters. He comes to a glade filled with shoulder-high spiral plants called Helicoradians. He brushes one and shtoonk! -- it sucks down into a tube in the ground so quickly it seems to simply vanish. **Curious, Jake touches another -- shtoonk! And another -- like popping balloons after a party.**

(*Avatar* 32:28 - 33:23)

From the narration above, it is known that Jake coming to Pandora's forest for the first time does not stop him from being curious about the new environment. He finally discovered new things, such as helicordians plants, which are sensitive to touch. So, he tries to touch some of them. Helicordians are plants he had never seen before because they grow in the jungles of Pandora, so he was interested in paying attention to something that was still unfamiliar. Thus, one of the characteristics of openness to experience that can be seen from Jake is curious.

The second example of openness to experience is the quote below:

Later, Neytiri leads Jake up the spiral to the second level. **He now wears only a ratty loincloth.**

**Jake munches on a white shrimp-like thing.**

**JAKE: "These rock. What are they?"**

**NEYTIRI: "Teylu. You call beetle larvae." (*Avatar* 53:08 – 54:52)**

Openness to experience refers to actively seeking and appreciating experiences for themselves. They like to discover something new and unusual (McCrae and Costa, *Adulthood* 53). Neytiri takes Jake to learn how the Na'vi lived after being authorized by Tsahik and the chief. Then starts with changing his clothes into a ratty loincloth like other Na'vi and trying new foods like Teylu. Humans on Earth are not used to eating insect larvae, which would have been difficult for Jake to adjust to if he wasn't broad-minded. Adjusting to the environment eventually becomes easier because Jake is open to new, even unusual, experiences and ideas. This allows Jake to learn how the Na'vi live more quickly.

Another example of the characteristic of being broad-minded, unconventionality or open to new ideas and experiences of openness to experience is found in the following quote:

**Jake bends one of its antennae down to the tip of his queue. He hesitantly touches them together, and the tendrils INTERWEAVE.**

...

NEYTIRI: **“This is shahaylu -- the bond.** Feel her heartbeat, her breath. Feel her strong legs.” (*Avatar* 59:00 – 59:56)

Jake learns something new in his first Shahaylu or bond experience. Then, he knows the tendrils at the ends of the hair on his avatar's body and on Na'vi, in general. This is important as a way to build rapport and control a horse to ride. This

was certainly a unique experience for Jake, as humans on Earth do not have tendrils to connect with or control animals as a means of transportation. This is a very different way of life from humans who are used to using technology.

Afterwards, there is also another example of openness to experience in this quote:

**Neytiri touches her lips with her fingertips.**

**JAKE: "Seyri."**

**She touches her nose, her ears, her eyes in quick sequence.**

**JAKE: "Ontu, mikyun, nari." (*Avatar* 1:07:26 - 1:07:54)**

Jake, a human from Earth with a completely different cultural and linguistic background from the Na'vi, is able to open up by learning the local language. It is also important to make communication easier so that Jake can convey his ideas or thoughts to more Na'vi people who do not learn English. Speaking the local language is also a form of approach so that Jake's relationship with them can be deeper and more intimate.

The last example of openness to experience can be seen from this quote:

**JAKE (V.O.): "Iknimaya translates roughly as a stairway to heaven. It's the test every young hunter has to pass." (*Avatar* 1:16:17-1:19:45)**

Jake gains a deeper understanding of Na'vi customs by going on an Ikran or Banshees quest. Unlike horses, the Ikran bond itself is very special because one Ikran will only fly with one banshee during its lifetime. This is also achieved after the requirements of Neytiri have been met, which is after understanding the meaning of hunting and respect for nature. Nature has a close relationship with the sustainability of life. Jake is one step further in establishing a relationship with the Na'vi because of this bond or Shahaylu.

## A.2. Conscientiousness

Conscientiousness encompasses self-discipline, organization productivity, ambition, and persistence in achieving goals. People with high scores are hardworking, dependable, forceful, dutiful, and responsible (McCrae and Costa, *Adulthood* 53). A person with ambition will do everything possible to achieve his goal. Jake, in this case, has the ambition to save Pandora from the RDA Company's exploitation that hurt many people and destroyed the Omaticaya tribe's home and sacred place. He does not want a place as pristine as Pandora to suffer and die like Earth because of human greed in extracting resources. An example of this characteristic of conscientiousness can be reflected in the quote below:

**Jake silently drawing his bow, his eyes focused in intense concentration. A beat -- the arrow flies.**

Jake pulls the arrow from the twitching body of a hexapede. He dispatches it with his knife. **He speaks haltingly but with feeling in Na'vi.** (*Avatar* 1:10:11 - 1:15:47)

Jake's training with Neytiri is successful due to his persistence. This can be seen from Jake's rapidly increasing ability in archery, which allows him to hit prey precisely. Jake's language skills also developed, and he can speak the Na'vi language, although he is still working on it.

The next example of conscientiousness is in the quote below:

**Tracking with Jake's feet as he runs over rocks, leaping onto a thick root, running on across the rough bark.**

**JAKE (V.O.): "My feet are getting tougher. I can run farther every day."**

**Neytiri leads him along a massive root, and soon, they are running 30 meters above the ground. (Avatar 1:09:09 - 1:09:46)**

Self-discipline is characterized by Jake diligently studying the Na'vi way of life, getting to know the forest and how to walk, and being disciplined in following Neytiri's training every day. Disciplined training can be an important foundation for enhancing physical strength to achieve the goal of freeing Pandora. Mastery of the environment and good endurance will improve Jake's performance in battle.

Another example of the consciousness characteristic can be found in this quote:

**He meets her eyes, which are filled with horror, but also something else. Call it faith.**



MO'AT: "You are one of us. Help us!"

Jake takes the knife and cuts Grace free.

**JAKE: "We've gotta move! He's gonna blow the columns."**

(*Avatar* 1:55:24 - 1:55:31)

Jake looks into the eyes, hears Mo'at's words, and then feels where he belongs. The trust given by Mo'at can prove that Jake is a reliable, dutiful, and responsible person. Jake then develops a strong sense of duty toward the Na'vi people. The ambition to protect the Na'vi began to take root in his heart. Jake fulfills his calling when he sees the Omatiyaya tribe helpless and realizes that they have lost the home where they lived against the advanced technology and firearms of the RDA Company. Along with the skills he had after being taught by Neytiri, his experience and knowledge as a former marine in warfare and weapon use also played an important role in his ability to take significant steps in the battle arena.

### **A.3. Extraversion**

Extraversion is characterized by a desire for social engagement and vigorous activities. ( McCrae and Costa, *Adulthood* 46). People with high scores might have more friends because they are sociable, excitable, talkative, dominant, and have positive energy. Otherwise, people with low scores prefer to be alone, quiet, rigid, tedious, and submissive. They tend to avoid social assemblies or crowded places (McCrae and Costa, *Adulthood* 53). Based on the previous statement, Jake can be said to have an extraversion character. He is a person who has no trouble getting along anywhere and under any circumstances. His ability to

fit in cannot be separated from his approachable nature. He can quickly adjust his mental state in various circumstances; for example, when he uses a deformed human body, he is not intimidated by others and blends in well, or when using an avatar body and arriving in a completely unfamiliar area with unfamiliar people, it also does not stop him from getting along and can follow them appropriately. Further examples of extraversion can be found in the following quote:

We find Jake near the pool table, BALANCING his chair, front wheels off the ground while holding a tequila shot on his forehead. **Onlookers, including some other disabled vets, clap and whoop. Jake grabs the glass, slams down the shot as they cheer.** (*Avatar* 01:52 – 02:01)

Jake enjoys having fun and drinking in a bar full of people. Despite his paralyzed state, Jake still gets along with others well. Jake can position himself and does not move away from the crowd. Enjoying the company of others is an extraverted trait that fits this scene.

Extraversion characteristics are also presented in this quote:

**JAKE: “Look, um, I know you probably don’t understand this.**

**But -- thanks. Thank you. I owe you.”**

...

**JAKE: “If I’m so ignorant, maybe you should teach me.”**

NEYTIRI: “Sky people can not learn. You do not See.” (*Avatar* 43:21 – 45:18)

Jake, a foreigner who meets the Na'vi natives for the first time, does not feel nervous or reluctant. He knows how to assess the situation that makes it impossible to survive in a forest full of predators alone and tries to approach Neytiri. Jake then takes the initiative to communicate with Neytiri. This is shown by Jake asking Neytiri to teach him. Jake is proactive in approaching and creating relationships, although Neytiri did not want to do so at first. This shows that he can socialize well, which is a sign of an extrovert.

The tendency of extraversion, which is like attending a lively event, is also present in the quote below:

**Jake sits, eyes closed, as Neytiri and another young hunter paint his face and body in preparation for uniltaron -- the Dream Hunt.**

EYTUKAN (subtitled): “You are now a son of the Omaticaya. You are part of the People.” (Cameron, 1:33:02 – 1:33:57)

In this scene, Jake engages in communal rituals, Dream Hunt, which integrates him into and makes him part of the Na'vi tribe named Omaticaya. This is meant to make Jake a part of the people, and he gains a sense of belonging by successfully going through a series of rituals that also recognize him by the tribe.

Jake, who enjoys being surrounded by people and participating in lively activities, is proof that he has high extraversion.

A further example of extraversion can be found in this quote:

**JAKE (V.O.): “We rode out to the four winds. To the horse clans of the plain, to the Ikran people of the mountains. When Toruk Macto called them, they came.”** (*Avatar* 2:16:25 – 2:16:50)

As Toruk Makto, Jake will be the Na'vi's leader in fighting against the Sky People or RDA Cooperation, who want to take The Wall of Souls. Toruk Makto is highly respected by the Na'vi, who can unite various tribes under its banner. Jake then rises up to unite the hearts and willpower of all the people to fight back and reclaim their land. Jake's ability to gain the trust of the Na'vi and unite them with his speech is consistent with his high extraversion, which is to dominate.

#### **A.4. Agreeableness**

People with a high level of agreeableness become cooperative and prefer social harmony to avoid conflict. They are commonly sympathetic, soft-hearted, helpful, forgiving, and tolerant. Agreeable people also perceive others positively. People with low agreeableness, on the other hand, are obstinate, skeptical, suspicious of others, impatient, and prone to confrontation (McCrae and Costa, *Adulthood* 53). Although Jake is a former marine but is not impulsive and assumes all problems can be solved with strength.

In many cases, when negotiations can be done, then force is unnecessary. Jake also has a soft heart and thinks about not letting Pandora fall like Earth and Na'vi being kicked out of their own home. Do not mention the same origin as RDA company, Jake's mind is clearly determined right and wrong. Finally, he and other researchers seem able to pull their guns against the RDA company because of their greed. The agreeableness characterization can be found in the following quote:

**JAKE: "I'm gonna get you some help, Grace."**

**GRACE: "Forget it, it doesn't matter."**

**Jake grabs her shoulders.**

**JAKE: "No! The People can help you. I know it".** (*Avatar* 2:06:31 – 2:06:43)

Jake will not be easy to let Grace's state continue to deteriorate. Jake tries to seek help because Grace's condition is getting weak. Then Jake wants to ask for help from the Na'vi people. Jake has a good impression of the people, and he is sure of the attitude they will take, seeing Grace's condition, which is at the edge of death. Although Jake is still considered a traitor, and they leave him, he is steady. He tries as hard as it is to become Turok Makto to make them believe that his love for Neytiri is pure and that his concern for the people is real. This means Jake is generous and compassionate and perceives others positively.

The second example of agreeableness also can be seen from the quote below:

NEYTIRI: “I See you.”

**JAKE: “(a hoarse whisper) I See you.”**

Neytiri’s eyes brim with tears.

NEYTIRI: “I was afraid Jake -- for my people. I’m not anymore.”

*(Avatar 2:11:13 – 2:11:36)*

Jake has a soft heart and tolerates Neytiri's behavior, which was previously filled with fear, anger, and distrust. He is well aware of the chaos, and Neytiri's father also increases her burden. Then, the fact that Jake was initially a spy who collected information made it worse. Jake understood things to be difficult for her and was willing to bear them together. What he does that refers to the agreeableness of being forgiving. Jake does not give up, and he strives to gain the trust of Neytiri and the entire Omaticaya clan. He also wants to fly with them to stop the RDA company, which is rampant and arbitrary.

The third one of agreeableness example can be found in this quote below:

Gunners try to swing their guns toward him, but he rakes them with his A.R., still running forward, and – **Jake pulls two grenades from his battle harness, yanking the pins out with his teeth. He hurls them down the intakes of the VTOL turbofans.** *(Avatar 2:37:00 – 2:37:20)*

Jake, who is not a true Na'vi, is willing to fight with the RDA Company because he wants to help the Na'vi escape the threat of resource exploitation and

the destruction of the Home Tree and sacred places, The Wells of Souls. Jake is capable of taking leadership to prevent the battlefield due to his various abilities, experience on the battlefield, and skill in the use of firearms. He has the will to protect this world far from human greed and the one he loves, Neytiri. He clearly understood what RDA Company was doing solely for resources and ignored the nature and inhabitants of it. Now, Jake has everything worth protecting on Pandora, and fighting is his only option.

From the explanation above, obtained data shows that four of the five types of existing personality traits Jake Sully owned are openness to experience, extraversion, conscientiousness, and agreeableness, while neuroticism is not found.

#### **B. Analysis How Personality Traits Define the Type of Social Interaction Performed by Jake Sully in *Avatar* Movie by James Cameron**

The Five-Factor Theory of personality is intended to be a generic model of personality traits, a collection of qualities that are thought to be connected in some way to various actions. From this theory, it can be seen that each person can have diverse personality tendencies so that they can behave differently. According to Back, personality can be manifested in the way we interact with others (9). Thus, a person tends to act and react to situations based on their personality.

The existing research has examined the relationship between personality and social interaction and suggested that there would be positive relationships between conscientiousness and quality of social interaction, such as Lang et al. in

Nezlek found a positive relationship between Conscientiousness and young adults' satisfaction with their social relationships. The study also found that more extroverted people are positively related to social activity, they had more interactions and spent more time with others than less extroverted people (4-6). This allows personality to define a type of social interaction that will be taken or experienced by someone, in this case, Jake Sully, as the object of analysis of this study. In the results of this second problem formulation analysis, there are four of the five types of social interactions Jake Sully experienced: non-behavioral, exchange, cooperation, and conflict. Whereas the competition is not found. To understand this better, there are further explanations and examples on the quote obtained from the Avatar movie as follows:

### **B.1. Non-verbal Behavior**

Extraverts might act in more expressive ways, which creates impressions of being seen as more interesting, which makes others accept them more often as friends (Back 17). It has been proven in the previous discussion on Jake's personality that extraverts are also included. People with this type will more easily make friends with people because they have a more expressive way of getting along. This can be seen through non-behavior interactions. Non-verbal behavior interaction is how a person communicates with body movements, known as kinesics, such as head nodding, yawning, posture shifts, and other non-verbal cues, both spontaneous and intentional, which can affect communication (Tischler 116).

The non-behavior experiences of the main character affected by extraversion characteristics can be seen in the quote below:



NORM: "Hey, you're Jake, right? Tom's brother? You look just like him. (off Jake's wary look) Sorry, I'm Norm Spellman, I went through avatar training with him."

**Norm offers his hand, and Jake shakes it.** (*Avatar* 11:50-12:02)

From the quotes taken from the movie, it can be said that there is a nonverbal behavior interaction because of the handshake between Jake and Norm. In this context, a handshake is a form of two people greeting each other and starting an introduction. Jake welcomed Norm's introduction by accepting his handshake.

In addition to extravert traits, there are other dominating traits, so the social type of behavior non-verbal interaction is agreeableness. People with a high level of agreeableness become cooperative and prefer social harmony to avoid conflict. They are commonly sympathetic, soft-hearted, helpful, forgiving, and tolerant. Agreeable people also perceive others positively (McCrae and Costa, *Adulthood* 53). That example is found in the quote below:

QUARITCH: "On paper. You walk like one of her science pukes, you quack like one, but you report to me. Can you do that for me?"

**Jake nods.** (*Avatar* 26:34 - 27:00)

In this quote, the agreeable characteristic is the tendency to cooperate and view someone positively. In this movie quote, Jake can receive the message from Quaritch well, which is then responded to with a sign in the form of a head nod. Quaritch can also understand the meaning of the sign, which means he agrees with

his request. This means that non-verbal behavior interaction has occurred. Jake is cooperative and views Quaritch as the one who leads the military there. He felt that a leader would take the best command to achieve the goal of the mission, so with his background as a former mariner, he would follow the old custom.

Another example of non-verbal behavior interaction that is related to agreeableness characteristics is in this quote:

She takes his hands, and their fingers intertwine, moving gently over each other.

**He puts his face close to hers. She rubs her cheek against his.**

**He kisses her on the mouth.** (*Avatar* 1:35:35 – 1:36:32)

The agreeableness trait here can be addressed because Jake is soft-hearted. With a soft heart, Jake can also show that softness with loving gestures. Jake and Neytiri can express their feelings to each other clearly through gestures, facial expressions, eye gaze, interlocked hands, and with a kiss, the intentions of both of them become a sign of their true love.

The next instance of non-verbal behavior interaction and agreeableness are connected and also present in the quote below:

**JAKE RUNS** into the path of the bulldozer, **waving his arms.**

(*Avatar* 1:39:20 -1:40:10)

Preferring social harmony to avoid conflict is a characteristic of agreeableness that can be represented in this quote. It is shown that Jake had the

initiative to communicate with the gesture of waving his hand, which is a non-verbal behavior interaction as a sign to warn the dozer driver that there was someone there with something to say, to stop. Jake did not want to continue with the plan to force the Na'vi to leave Hometree with violence and fell all the trees with a bulldozer. This indicates he did not want conflict to occur.

## B.2. Exchange

McCrae suggested that “most of the research to date underscores the importance of Openness to shaping interpersonal interactions” (331). By this statement, Jake can form interpersonal interactions since he also has the openness to experience as a personality. The next type of social interaction that can be influenced by this trait is exchange. Social interaction in society is intended to exchange resources, both tangible and intangible. When people are in a position to do something for each other in order to receive a return, benefit, or reward, then they are engaged in an exchange interaction (Tischler 117). An example of the relationship between exchange and openness to experience can be found in the quote below:

**QUARITCH: “Look, son -- I take care of my own. Get me what I need, I’ll see you get your legs back when you rotate home. Your real legs.”**

He raises the ‘suit’s hand, and slams the canopy shut like the visor of a helmet. Jake watches Quaritch walk past, huge feet

**CLANGING -- KUNG! KUNG! KUNG! (Avatar 27:16 – 27:25)**

Jake is known to have an openness to experience personality that allows him to think more openly. It is also what drives Jake to have an exchange interaction relationship with Quaritch. This is because they both have their own goals in doing something. Quaritch wants Jake to work for him to get information, while in return, Jake will get his real leg back. In this case, the exchange can occur between tangible and intangible goods.

The second example of the connection between exchange and openness to experience is in this quote:

**JAKE: "I came to learn."**

...

**EYTUKAN: "(subtitled) No! This is the first warrior we have seen. We need to learn more about him." (Avatar 51:49 – 52:43)**

Just like before, Jake's openness personality also plays an important role in his decision-making. Openness to experience refers to actively seeking and appreciating experiences for themselves. They like to discover something new and unusual. Open individuals exhibit curiosity (McCrae and Costa, *Adulthood* 53). It is, therefore, perfectly understandable that Jake comes to the Omaticaya clan to learn about their culture. This is initially opposed because Jake is an outsider, but due to his status as a warrior of the sky people, Eytukan makes other considerations. Eytukan finally allowed Jake to come and learn their culture, and then they from

the Clan would also learn from Jake. This is a form of exchange interaction because both have a desired benefit.

Afterward, there is also an exchange interaction that is affected by the characteristic of agreeableness, which can be found in the quote below:

**JAKE (subtitled): “Tsu'tey of the Rongloa, son of Ateyo. I stand before you, ready to serve the People. (then just for Tsu'tey) You are Olo'eyctan, and you are the best warrior. I can't do this without you.”**

**Tsu'tey struggles with his emotions. Finally –**

**TSU'TEY: “I will fly with you.”**

**JAKE: “Ireiyo.” (*Avatar* 2:11:47 - 2:12:35)**

Not only openness to experience, but agreeableness also takes part to influences the exchange interaction between Jake and Omaticaya. Agreeableness is defined in terms of not finding fault with others, being helpful and unselfish, being kind and considerate, and so forth. Individuals who possess these characteristics to a greater degree probably make interactions more positive (Nezlek et al. 21). From this statement, several characteristics should be underlined, which are being helpful, unselfish, kind, and considerate. Jake, who wants to come back and be accepted by the Clan, then searches for the opportunity to become Toruk Makto. Afterward, he goes to the Clan and asks Tsu'tey for permission to return and stand with them. In response, Tsu'tey agreed and was willing to fight the sky people together. Jake thanked Tsu'tey in return and was grateful for his willingness. The reward in

exchange interaction, however, does not always have to be material; it can also be based on emotions such as gratitude.

### **B.3. Cooperation**

A person who engages in social interaction often comes with a variety of intentions. One of the intentions may be achieved by the joint efforts of people with similar interests. This kind of social interaction is called cooperative interaction, which occurs when people act together to achieve shared goals or promote common interests (Tischler 117). Cooperation is inevitable in society since this interaction relationship allows people to fulfill various needs. Similar to Jake and the Omaticaya people, Jake himself is able to mingle with them due to his extravert personality. More extroverted people had more interactions and spent more time with others than less extroverted people (Nezlek et al. 20). Regarding that, there are good examples of cooperation interaction and extraversion character can be found in the quote below:

**Jake, Neytiri, and other flying hunters swoop low above a herd of sturmbeest -- a rapids of thundering muscle.** Jake rolls in like a fighter jet, his banshee screaming. He draws and fires his bow. The arrow strikes true in the plexus between the armored shoulders, and -- the beast crashes to the ground. (*Avatar* 1:26:12 - 1:27:40)

Jake, Neytiri, and other hunters collectively cooperate in hunting with the same goal of obtaining prey to fulfill food needs. In addition, they can also improve their hunting and survival skills. This can happen because good communication and

relationships have been established. Teamwork will work with everyone's joint efforts. Of course, this is also possible because Jake can blend in and adjust quickly so that they can cooperate during the hunt.

Not only extravert, agreeableness also turns out to be another personality that encourages Jake to be cooperative. Agreeableness might be characterized by a stronger reactivity with positive affect in response to helping behavior and a higher discomfort in response to meta-perceived suffering (Back 22). Then, from the following quote, it can be seen the example of the relationship between cooperation interaction and an agreeableness personality:

**JAKE: “Hang on, they’re gonna fix you up.”**

...

MO’AT stands in a kind of trance amongst the tendrils of the Mother Tree

**NEYTIRI and the other acolytes dance hypnotically. All the Omaticaya sway and chant to the rhythm of the drums.** (*Avatar*

2:12:30-2:13:50)

One of the signs of agreeableness that emerges, Jake would not be able to see and allow Grace to lose hope. He tries his best to be the way for Grace. Then, to save Grace's life after being shot, Jake asked Eywa for help. With a single goal, everyone cooperates with Mo'at leading the way and performing the ritual at the Mother Tree, Grace finally survives although still unconscious due to being too weak.

The quote below is also another example that shows the connection between cooperation interaction and agreeableness:

**Trudy binds the guard with one of his own zip-ties as Max grabs his KEY CARD and runs to the cell. Swipes the card.**

...

In the utility corridor under the base, Jake pumps the chair furiously as the others jog. **They reach an AIRLOCK and start donning EXOPACKS.** (*Avatar* 2:02:44-2:03:50)

By highlighting the characteristics of agreeableness, stronger reactivity, and positive affect in response to helping behavior, Jake chose to fight back against the RDA Company. He knows that they are wrong, and the planet Pandora has suffered a lot due to the destruction of the ecosystem, as well as the many victims of the Omaticaya tribe. Hence, together Trudy and Max try to free Jake, Grace, and Norm who are being held in a cell for obstructing the RDA Cooperation's goal to destroy the Weels of Souls. Jake and his group share the same desire to prevent RDA's exploits and eventually escape and come back to the Omaticaya clan to help them fight for their possessions.

More conscientious people should make better interaction partners. Conscientiousness includes making and fulfilling plans, which can include plans involving other people and being reliable (Nezlek et al. 21). In the latter quote, conscientious personality takes part in this cooperative interaction:



**JAKE:** “The Sky People have sent a message that they can take whatever they want, and no one can stop them. **But we will send them a message. Ride out as fast as the wind can carry you, and tell the other clans to come. Tell them Toruk Macto calls to them. Fly now with me, brothers and sisters! Fly! And we will show the Sky People that this is our land!**” (*Avatar 2:16:27-2:17:26*)

Jake appears as Toruk Makto, who is the leader of the Na'vi. This highlights how his role is then to make a plan that can bring victory, which corresponds to the characteristic of conscientiousness. Jake is accepted back into the Clan and has a deep sense of belonging. He wants all Na'vi to unite for one common purpose and aspiration to protect their land. They do not want sky people to do whatever they want and destroy the place where they live or other sacred places. Thus, with everything everyone has, Jake hopes they can defend The Walls of Souls. They could not let the sky people do any more damage and leave nothing for the future of the Na'vi.

#### **B.4. Conflict**

People in conflict interaction struggle with one another for some commonly prized object or values. Conflict arises when the number of available resources is limited, or people have incompatible values (Tischler 118). Conflicts can break out at any time and cover a wide range of things, including internal tribal issues. Jake's presence apparently ruined Neytiri and Tsu'tey's arranged marriage. But as men, Jake and Tsu'tey want their loved ones for themselves so conflict is inevitable. Jake himself has characteristics of personality conscientiousness that make him

ambitious and persistent. As McCrae and Costa stated, Conscientiousness encompasses self-discipline, organizational productivity, ambition, and persistence in achieving goals (*Adulthood* 53). Thus, this quote presents that conflict and conscientiousness are interrelated:

TSU'TEY: "You mated with this woman?!"

...

**TSU'TEY: "I challenge you."**

**GRACE: "Jake, don't—"**

**JAKE: "I accept."** (*Avatar* 1:41:53-1:42:45)

After getting to know Jake better, Neytiri falls in love with Jake and gets married in front of Eywa. Therefore, conflict breaks out when Tsu'tey challenges Jake, who he thinks has snatched Neytiri. Jake then accepts it because he wants to fight for and defend Neytiri, the person he loves.

Internal divisions arise again when Jake's first intention to be a spy gathering tribal information is revealed. Although he tries to explain that after all he went through with the people in the tribe and even found the girl he liked that made him unwilling to lose it all. Thus, Jake remains steadfast in his purpose to protect Pandora. That action is classified as the conscientiousness characteristic. Furthermore, an example of the relation between conflict and conscientiousness can be found in this quote:

**JAKE: “They sent me here to learn your ways. So one day I could bring this message, and you would believe it.”**

...

**NEYTIRI: “You will never be one of the People! NEVER!”**

*(Avatar 1:50:39-1:51:30)*

Jake comes to persuade the Na'vi to leave when the RDA Cooperation attacked. He is labeled a traitor, and this is certainly not acceptable to all of Na'vi. The chaotic conditions make the atmosphere worse, and everyone's feelings are unstable because of the war that took many casualties. Everyone in the tribe became angry and frustrated, especially Neytiri who could not accept that the person she loved was an enemy spy who wanted to destroy her tribe. They will not leave even though the enemy is very powerful with various advanced technologies. They will fight and defend their land. Even with that consequence, all Jake really wants out of the confession is for them to be safe and cut back on losses as much as possible.

After that, the peak conflict arose between RDA Company and Na'vi. It is not because of impulsive reasons, but because of non-negotiable differences in views and opinions. Jake could not persuade either of the two sides to take a middle ground and eventually forced himself to choose a side to stand on. With many things happening, such as learning about the RDA Company's motives to control resources without regard for living creatures and forest sustainability, Jake has decided to fight for Pandora. This is also a manifestation of his conscientiousness personality. Conscientiousness encompasses self-discipline, organization productivity,

ambition, and persistence in achieving goals (McCrae and Costa, *Adulthood* 53). Then the last quote below also shows the correlation between conflict and conscientiousness characteristics:

**QUARITCH: “How does it feel to betray your own race?”**

...

**JAKE reaches around the suit, grabs Quaritch’s shoulder, and, yanks him forward HARD, SMASHING his face into the edge of the cockpit but -- Quaritch flings him off with a sweep of his arm, and Jake slams to the ground. (Avatar 2:42:53 – 2:44:27)**

Conflict occurs between Jake and Quaritch, who have different ideas. Jake thinks he has to protect Pandora and the Na'vi so their environment is not destroyed like humans did on Earth. He does not want the Na'vi to lose their home and sacred place. On the other hand, Quaritch thought Jake had betrayed his people by joining the fight with the Na'vi and forgetting his duty. Therefore, fights and conflicts are inevitable.

From the overall analysis of the second problem formulation, it is known that there are four of the five types of social interactions experienced by Jake Sully, such as non-behavior, exchange, cooperation, and conflict. Whereas, the competition is not found.

## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter explains the conclusions drawn from chapter four and contains suggestions for readers who want to conduct further research.

#### A. Conclusion

The first result concerns the personality traits that Jake Sully reflects in the movie Avatar (2009), which is analyzed using the theory of McCrae and Costa. In this theory, it is explained that there are five dimensions, namely extravert, openness to experience, agreeableness, conscientiousness, and neuroticism, which can classify a person's character or personality from various patterns of habits, mindsets, and responses to a situation. Of the five types of dimensions in this personality traits theory, there are four that can be found in Jake Sully, all of them except neuroticism.

Jake is extraverted by liking lively activities and hanging out with many people. Then the nature of openness to experience can be seen in how he can adjust quickly to cultures, customs, and cultures that far different from his own. He is curious and likes to try new things. Furthermore, agreeableness is reflected in his attitude towards people he cares about and values, he is forgiving, tolerant, and soft-hearted. Lastly, his unwavering attitude in protecting Pandora shows a burning ambition as one of the characteristics of people who have personality conscientiousness.

Afterward, the second result of this study is about how the personality traits possessed by Jake will relate to the social interactions he will do. Personality traits will be manifested in the way he interacts with the environment around him. In answering this problem, a theory that explains the types of social interaction from Tischler has been used. In this theory, there are five classifications of social interaction types, namely exchange, cooperation, non-verbal behavior, conflict, and competition. However, only four types can be found by excluding competition that Jake has not experienced. For example, Jake has an extraverted personality which makes him more expressive in socializing and can be seen through his non-behavioral interaction, his openness to experience can also be shown in exchange interaction for mutual benefit, his agreeableness affects cooperative interaction with others and conscientiousness is also reflected in his conflict. Jake's personality can influence and manifest his social interaction, as explained more fully in the previous chapter.

### **B. Suggestion**

This study uses two theories, namely personality traits by Costa and McCrae and social interaction by Tischler. These two theories can be discussed more deeply related to one of the theories, such as personality traits and personality disorders, social interaction with social relationships, or using both theories with other objects such as *The Devil Wears Prada* or *The Pursuit of Happyness* to create new and different analysis results.

## REFERENCES

- Agustina, T, Surya, S and Lubis, IS. "A Sociological Analysis of Social Interaction as Portrayed by Dido of Belle Film." *Ilmu Budaya*, 2022.
- Cresswell, W. "Migratory Connectivity of Palaearctic-African Migratory Birds and Their Responses to Environmental Change: The serial residency hypothesis." *Ibis* 156:493–510, 2014.
- Back, M. D. "Social Interaction Processes and Personality". In J. Rauthmann (Ed.), *The Handbook of Personality Dynamics and Processes*. Academic Press, 2021.
- Datta, Debalina, et al. "Role of Social Interaction on Quality of Life" *National Journal of Medical Research*, 2015.
- Esten, M. *Literature: Introduction to Theory and History*. Bandung: Space, 2013.
- Feist, Jess, and Gregory J. *Theorist of Personality*. 7th edition. The McGraw-Hill Companies, 2009.
- Gillin, JL and Gillin, JP. *Cultural Sociology: By John Lewis Gillin.[and] John Philip Gillin*. Macmillan, 1950.
- Hancock, Beverly. *An Introduction to Qualitative Research*. Trent Focus Group, 1998 updated 2002.
- Matthews Gerald et al. *Personality Traits*. 2nd Edition. United States of America, New York: Cambridge University Press, 2003.

- McAdams, Dan P. and Pals, Jeniffer L. *A New Big Five: Fundamental Principles for an Integrative Science of Personality*. American Psychological Association, 2006.
- McCrae, R. R. "Social consequences of experiential openness". *Psychological Bulletin*, 1996.
- McCrae, RR and Costa, PT. *Personality in adulthood: A five-factor theory perspective*. 2nd edition, New York, The Guildford Press, 2003.
- McCrae, RR and Costa, PT. "A Five-Factor Theory of Personality" in L.A. Pervin & O.P John, *Handbook of Personality: Theory and Research*. 2nd edition. New York. Guilford, 2017.
- McCrae, R. R., & Sutin, A. R. "Openness to experience". In M. R. Leary & R. H. Hoyle (Eds.), *Handbook of individual differences in social behavior*. New York: Guilford Press, 2009.
- Nezlek, JB, et al., "A cross-cultural study of relationships between daily social interaction and the Five-Factor Model of personality" *Journal of Personality*. Wiley Online Library, 2011, <https://doi.org/10.1111/j.1467-6494.2011.00706.x>
- Rentzch, Katrin, et al., "Personality and Emotions in Social Interactions – The PESI Project", *Personality Science*, 2023.
- Richards, J. C. & Schmidt, R. *Longman Dictionary of Language Teaching and Applied Linguistics*. 3rd ed. Essex: Pearson Education Limited, 2002



Sabudu, Delli, *THE REFLECTION OF LOYALTY IN ERNEST HEMINGWAY'S THE OLD MAN AND THE SEA*, Jurnal Penelitian Humaniora 2020, <http://journals.ums.ac.id/index.php/humaniora>

Schultz, Duane and Schultz Sydney E. *Theories of Personality*.11th edition. Cengage Learning, 2016

Suwa, M and Suzuki K, “The phenomenon of “hikikomori” (social withdrawal) and the socio-cultural situation in Japan today”, *Official Journal of the Italian Society of Psychopathology*, 2013

Tischler, HL. *Introduction to sociology. Australia: Wadsworth Cengage Learning*, 2010

Vollrath, Margarete et al. “Editorial: Personality and Social Relation”, *European Journal of Psychology*, 2004, [www.interscience.wiley.com](http://www.interscience.wiley.com)

