CHAPTER 1
INTRODUCTION

CHAPTER I

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This chapter covers the background of the research, the formulation of the problem that is the focus of the research, the objectives of the research based on the predetermined formulation of the problem, the scope of the research, the benefits of the research, and the systematic writing.

1.1 Background of Study

Literature is a composition produced from the thoughts and imagination of a writer, which is then expressed through language, incorporating elements of beauty. Literature is created by writers to be enjoyed, appreciated, understood, and utilized by society. Writers themselves are members of society; they are bound by certain social statuses. Literature is a social institution that uses language as a medium, and language itself is a social creation. Literature presents a picture of life, and life itself is a social reality. In this sense, life encompasses relationships between communities, between communities and individuals, between humans, and between events that occur within a person's mind. According to Sumardjo and Saini (1997), literature is an imaginative and innovative work that is an expression of human experience and thoughts poured into a written form. Thus, literature can instill good values in people who want to understand the human experience more deeply. Literature uses language as a medium to convey messages to the general public.

In this research, the researcher analyzes the anime movie *Your Name (Kimi no Nawa)*, directed by Makoto Shinkai. Makoto Shinkai was born on February 9, 1973, in Nagano Prefecture, Japan. He is a director of anime films and a former graphic designer. Shinkai studied Japanese literature at Chuo University, where he was also a member of a youth literature club. Makoto Shinkai is often referred to as the "New Miyazaki," a comparison he himself considers to be an exaggeration. After graduating from Chuo University in 1994, he began working at Falcom, a video game company, where he created graphic designs including web content and video clips for games.

When Makoto Shinkai's *Your Name (Kimi no Nawa)* was released in 2016, it became an instant hit both with critics and at the box office, becoming the highest-grossing anime film worldwide as of January 2017, even surpassing several Studio Ghibli classics (Napier, 2018). People across Japan, China, the United States, and other countries were drawn in by its stunning visuals, complex storytelling, and powerful emotional themes. Makoto Shinkai also adapted the story of *Your Name (Kimi no Nawa)* into a novel, which was published in the same year as the film's release.

There are two main characters in the story: Mitsuha Miyamizu and Taki Tachibana. These two characters come from very different backgrounds and lives. Mitsuha Miyamizu is a girl who lives in a rural village called Itomori, set in 2013. Taki Tachibana is a boy who lives in Tokyo, set in 2016. The story involves different but interrelated timelines between the two characters, which creates one of the central conflicts: Mitsuha and Taki cannot remember each other after the body-swapping phenomenon stops. However, the main conflict of the film is the body swap itself. Because of this event, the souls of Mitsuha and Taki must adapt to living in each other's bodies, in completely different social environments.

The internal personality structure of women and men differs in social, cultural, and psychological terms. However, Carl Gustav Jung argues that every man and woman essentially possesses both masculine and feminine aspects within themselves (Stein, 2019). In social settings and daily activities, women are generally expected to be polite and gentle in nature, while men tend to be allowed greater freedom of expression. This difference in social expectations is clearly reflected in the behavior of the two main characters in *Your Name (Kimi no Nawa)*, especially when their souls swap bodies and they must act according to new gender norms.

The researcher chose to analyze the two main characters, Mitsuha Miyamizu and Taki Tachibana, in *Your Name (Kimi no Nawa)* by Makoto Shinkai for several reasons. First, the storyline of this anime is very unique and unusual, involving a cross-time and cross-universe narrative that connects two characters living in different years. Second, the character development in this film is particularly interesting because the masculinity and femininity of the two main characters overlap and exchange when they swap bodies, creating a complex psychological transformation. Third, this anime became one of the most celebrated Japanese animated films of 2016, achieving both critical acclaim and massive commercial success worldwide, making it a culturally significant text for academic study. The researcher applies Carl Gustav Jung's Archetype Theory to analyze how each character's psychological identity is shaped, challenged, and transformed throughout the non-linear narrative.

1.2 Research Questions

Based on the issues described above, the research questions are as follows:

1. How are the two non-linear characters in Makoto Shinkai's anime *Your Name (Kimi no Nawa)* development according to Carl Jung's archetype theory?
2. How do the personalities of the two main characters develop after they switch bodies as the story progresses, according to Carl Jung's archetype theory?

1.3 Research Purposes

This study aims:

1. To identify and describe the two non-linear characters in the anime *Your Name (Kimi no Nawa)* using Carl Gustav Jung's archetype theory.
2. To analyze how the personalities of the two main characters develop after they switch bodies as the story progresses, according to Carl Gustav Jung's archetype theory.

1.4 Significance of the Study

This research is expected to provide both theoretical and practical significance.

1.4.1 Theoretical Significance

This research contributes to the development of literary studies, especially in the area of literary psychology. By applying Carl Gustav Jung's analytical psychology, specifically the theory of archetypes, this study helps to expand the academic understanding of how psychological theories can be used to analyze characters in modern anime films. This research also adds to the study of narrative structure by examining the non-linear narrative in *Your Name (Kimi no Nawa)*, directed by Makoto Shinkai. Additionally, it provides academic references for future researchers who wish to analyze character personalities using psychological and narrative approaches in film and literary studies.

1.4.2 Practical Significance

Practically, this research is expected to, help readers and students gain a deeper understanding of character analysis using Jung's archetype theory in literary and film studies. Provide insight into how non-linear narrative structures and body-swapping phenomena can influence character development and psychological transformation. Serve as a reference for future researchers who want to analyze anime, films, or literary works using psychological and narrative theories. Enhance appreciation of Japanese animated films as literary texts that contain complex psychological and structural elements. Through this research, readers are expected to better understand the psychological dynamics and narrative complexity presented in *Your Name (Kimi no Nawa)*, especially in relation to the personality transformation of Mitsuha Miyamizu and Taki Tachibana.

1.5 Scope and Limitation

1.5.1 Scope of Research

This research focuses on the analysis of the two main characters, Mitsuha Miyamizu and Taki Tachibana, in the anime ***Your Name (Kimi no Nawa)*** directed by Makoto Shinkai.

The study specifically examines; the non-linear narrative structure reflected through the body-swapping phenomenon and the different timelines (2013 and 2016). The characterization of Mitsuha Miyamizu and Taki Tachibana. The personality archetypes of both characters based on Carl Gustav Jung's analytical psychology theory, including Persona, Shadow, Anima/Animus, and Self.

1.5.2 Limitation of the Research

This research has several limitations, the study only analyzes the two main characters (Mitsuha Miyamizu and Taki Tachibana) and does not examine supporting characters in depth. The research is limited to the psychological perspective of Carl Gustav Jung's archetype theory and does not apply other psychological or literary theories. The analysis focuses only on the anime film version of *Your Name (Kimi no Nawa)* (2016) and does not compare it with the novel adaptation or other related works. The discussion of non-linear narrative is limited to its relation to characterization and psychological development, not a full structural film analysis. This research uses qualitative descriptive analysis; therefore, the findings are interpretative and based on textual and visual analysis rather than statistical measurement.

1.6 Definition of Key Terms

To avoid misunderstanding and misinterpretation, several key terms used in this research are defined as follows:

1. *Your Name (Kimi no Nawa)*

Your Name (Kimi no Nawa) is a Japanese animated film directed by Makoto Shinkai, released in 2016. The English title "Your Name" is the official international release title, while "Kimi no Nawa" is the original Japanese title. Throughout this research, both versions of the title are used interchangeably to refer to the same film. The film is about two teenagers, Mitsuha Miyamizu and Taki Tachibana, who swap bodies and experience each other's lives across different times and places.

2. Character

Character refers to a person represented in a literary work or film who has certain traits, personalities, behaviors, and roles within the story. In this research, the characters analyzed are Mitsuha Miyamizu and Taki Tachibana in the anime *Your Name (Kimi no Nawa)*.

3. Non-Linear Narrative

Non-linear narrative is a storytelling structure in which events are not presented in chronological order. In this study, non-linear narrative refers to the shifting timelines (2013 and 2016) and the body-swapping phenomenon that create a complex plot structure in the story (Bordwell & Thompson, 2010).

4. Archetype

Archetype is a universal symbolic pattern or image that originates from the collective unconscious, as proposed by Carl Gustav Jung. Archetypes influence human behavior, personality, and experiences across cultures (Jung, 1959).

5. Persona

Persona is the social mask that an individual presents to the outside world. It represents how a person wants to be seen by others and how they adapt to social expectations (Jung, 1959).

6. Shadow

Shadow refers to the hidden, repressed, or unconscious aspects of personality that are often considered negative or socially unacceptable (Jung, 1959).

7. Anima and Animus

Anima is the feminine aspect within a man's personality, while Animus is the masculine aspect within a woman's personality. According to Jung, both aspects exist within every individual regardless of gender (Jung, 1959).

8. Self

Self is the central archetype in Jung's analytical psychology. It represents the unity and integration of the conscious and unconscious aspects of personality, achieved through a process of psychological growth called individuation (Jung, 1959).

9. Literary Psychology

Literary psychology is an approach in literary studies that analyzes characters, conflicts, and narratives using psychological theories to understand deeper meanings within a literary work (Guerin et al., 2011).

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