

**STRIVING FOR SUPERIORITY SHOWN BY AIBELEEN IN
THE MOVIE *THE HELP***

THESIS

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**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA**

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**STRIVING FOR SUPERIORITY SHOWN BY AIBELEEN IN THE
MOVIE *THE HELP***

THESIS

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ABSTRACT

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Keywords: striving for superiority, Alfred Adler, *The Help*, Aibeelen Clark.

Striving for superiority is a theory proposed by a well-known expert named Alfred Adler. This theory shows the struggle of human-being to achieve succes. *The Help* is one of movies showing the struggle of a maid, Aibeelen Clark, to fight for her right as a human-being. This study aims at finding out how the striving for superiority is applied by Aibeelen in the movie "The Help".

This study was classified as a qualitative reseach. The data in this study were taken from scenes of the movie *The Help* which illustrated each process of Aibeelen's struggle to achieve success or superiority. In data analysis, the writer analysed scenes in the movie which showed the process of striving for superiority in the character of Aibeelen.

The result of this study shows that all of the processes in Adler's theory is obviously applied by the character of Aibeelen in *The Help*. There are five points of processes proposed by Adler: from the inferiority side, the final goal, the striving force as compensation, and as a result, shows the striving for individual success or her strive for success.

The conclusion of this study shows that every people has the steps of striving for success or superiority, as seen in *The Help*. The analysis done by the reseacher shows that the character of Aibeelen in *The Help* undergoes the phases of her life where she fights for a goal to achieve her superiority. The reseacher suggests that other reseachers analyse the characters in this movie using different theories, such as self-actualization proposed by Maslow.

ABSTRAK

Pramono, Haekal Hendro. 2013. **Striving for Superiority Shown by Aibeleen in the Movie *The Help***. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Fredy Nugroho Setiawan (II) Aris Siswanti.

Kata Kunci: Perjuangan untuk keunggulan atau superioritas, Alfred Adler, *The Help*, Aibeleen Clark.

Perjuangan menuju sebuah keunggulan atau yang di sebut *Striving for superiority*, adalah sebuah teori yang dikemukakan oleh seorang peneliti terkenal bernama Alfred Adler. Teori itu dikemukakan oleh Adler untuk menunjukkan proses perjuangan manusia menuju keberhasilan. *The Help* adalah film yang menunjukkan sebuah perjuangan dari seorang pembantu bernama Aibeleen Clark untuk memperjuangkan hak asasinya sebagai manusia. Penelitian ini bertujuan untuk mengetahui bagaimana perjuangan menuju sebuah keunggulan yang diperlihatkan Aibeleen dalam film *The Help*.

Penelitian ini termasuk penelitian kualitatif. Data dari penelitian ini adalah beberapa adegan dalam film *The Help* yang menggambarkan setiap proses perjuangan Aibeleen dalam mencapai keunggulan atau superioritasnya. Dalam menganalisa data, penulis menganalisa setiap adegan yang muncul dalam film tersebut, yang menunjukkan setiap proses dari karakter Aibeleen dalam perjuangannya menuju superioritasnya.

Hasil dari penelitian ini menunjukkan bahwa kesemua proses dari teori yang dikemukakan Adler, ditunjukkan dengan jelas oleh karakter Aibeleen dalam film *The Help*. Terdapat lima poin proses yang dikemukakan oleh Adler, dari sisi inferioritasnya, tujuan akhirnya, perjuangan sebagai sebuah kompensasi, dan sebagai hasilnya menunjukkan perjuangan tersebut menuju kesuksesan individu atau perjuangannya menuju keberhasilan.

Kesimpulan dari penelitian ini menunjukkan bahwa setiap individu manusia memiliki tahap perjuangan menuju sebuah keunggulan atau superioritas, yang sudah di contohkan dari film *The Help*. Analisa yang dilakukan oleh peneliti menunjukkan bahwa karakter Aibeleen dalam film *The Help*, juga mengalami tahapan proses dalam hidupnya, dimana ia memperjuangkan sebuah tujuan untuk mencapai superioritasnya. Peneliti menyarankan para peneliti lain, menganalisa karakter yang ada dalam film ini dengan menggunakan teori yang berbeda seperti aktualisasi diri yang dikemukakan oleh Maslow.

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CHAPTER I

INTRODUCTION

This chapter introduces the topic of the study. It includes background of the study, the problem of the study, and the objective of the study.

1.1 Background of the Study

Striving for superiority is the use of effort to obtain superiority over others. This drive motivates a person to do everything perfect and complete so he may get superiority over the other persons. According to Ansbacher (1956, p.260), in his book he wrote, *the superiority complex is one of the ways which a person with an inferiority complex may use as a method of escape from her or his difficulties.*

He assumes that someone is superior when he is not, and this false success compensates him for the state of inferiority which he cannot bear. A normal person does not have a superiority complex; he does not even have a sense of superiority. He has the striving to be superior in the sense that, he has ambition to be successful; but so long as this striving is expressed in work, it does not lead to false valuations, which are at the root of mental disease.

From Adler's point of view, an individual faced with a task wants to overcome or master the task. This is known as striving for superiority. For a well-adapted individual, this striving is not for personal superiority over others but an overcoming of the task, or finding useful answers to questions in life. When faced

with the task, the individual will experience a feeling of inferiority or a sense that the current situation is not as good as it could be. This feeling is similar to stress.

If the individual has not been properly trained, the task may seem too much to overcome and lead to an exaggerated feeling of inferiority, or intense anxiety. The individual may, after several unsuccessful attempts to accomplish the task, give up on mastering the task, experiencing the inferiority complex, or a depressed state. The individual may also make several attempts at solving the problem and find a solution to the problem that causes problems in other areas. An individual who answers the question "How can I be thin?" by not eating will become thin, but at the cost over the health.

An individual who is not properly trained to answer life's problems may turn from striving for superiority in useful ways to that of a personal superiority at all cost. If an individual cannot be better than another on their own merit, they will attempt to tear down another person or group to maintain their superior position.

Problem of racism is an endless topic in America, because it happen for hundreds of years. Degrees of whites are higher than blacks living in America.

Black people living in America do not get the same freedom and right as the Whites. Their freedom in fairly minimal social interaction because white people think black people are lower than them in many things, for example some of them think that black people bring some diseases that can harm white people. White people think that they must not be as one community with the black people. For

white people and black people, it is not allowed for them to share anything each other.

Problems of racism that occurred in many parts of the Americas, was appointed on a movie that was set in the Jackson area, Mississippi in the 1960s called *The Help*. The film is about the lives of a white girl, Eugenia Skeeter Phelan, and two black maids, Aibileen Clark and Minny Jackson, during Civil Rights era in America (the early 1960s). Skeeter is a journalist who decides to write a book from the point of view of the maids that reveals about racism they encounter during their worktime for white families. Aibileen Clark, a 50-year-old black maid who works with a white family, takes care of a daughter of the family and just lost the only son.

The writer decides to choose this movie, *The Help*, as object for writer's research, and striving for superiority of Adler to discuss issues experienced by Aibileen Clark main character in this film and her struggles in getting recognition for her social life in Jackson. The writer thinks that everyone must have a moment in their life where they must defend their own principal's againsts people. The characters and issues in the movie make the writer interested to discuss it further.

With the problem of racism that is prevalent in America the writer would like to relate how Aibileen, who receives different treatment from the employer and her surroundings, because she is a black woman works as a maid and fights for her existence.

1.2 Problem of the Study

Based on the background of the study stated above, the problem of the study is striving for superiority shown by Aibileen in *The Help* movie.

1.3 Objective of the Study

The objective of the study is to explain the form of striving for superiority shown by Aibileen depicted in *The Help* movie.



CHAPTER II

REVIEW OF RELATED LITERATURE AND RESEARCH METHOD

This chapter will review related theories to do the analysis. Since the analysis is about Aibileen's action to strive, the writer reviews Adler's and other theories related to the analysis.

2.1 Review of Related Literature

2.1.1 Striving for Superiority

A human being consciously or unconsciously have the ability to get to the superiority in order to meet the needs of both personal and social. Humans have the motivation to make their lives better than ever. Alfred Adler stated there was a dynamic force behind the struggle for human behavior success or excellence. A man in his life has a personal passion, love, and social to be met. In order to meet this need, sometimes we have to struggle to get it. This struggle is discussed by Adler in his theory "Striving for Superiority".

As the creation of individual goals to achieve superiority can take any form, he does not always mirror image for the weakness, although it compensate for these weaknesses. For example, someone with a weak body is not always a strong athlete, but, he would be an artist, actor or writer. success is the concept that each person is being individual and formulate its own definition (Adler, 1956). How does a person's success in achieving something different to adjust to

the level of satisfaction obtained and how he realized that success through the results of operations to achieve excellence.

Creativity tends to be dominated by power of heredity and environment, but the force is responsible for the formation of the human personality. Heredity underlying potential of the environment in which people thrive while contributing to the development of social awareness and courage. An individual has the physical characteristics and properties are partly derived from his parents, giving it the potential to evolve as the environment in which he developed helped him develop social awareness and courage.

2.1.1.1 Striving for Success or Superiority

The first tenet of Adlerian theory is: The one dynamic force behind people's behavior is the striving for success or superiority. Adler reduces all motivation to a single drive—the striving for success or superiority. Adler's own childhood marks by physical deficiencies and strong feelings of competitiveness with his older brother. Individual psychology holds that everyone begins life with physical deficiencies that activate feelings of inferiority—feelings that motivate a person to strive for either superiority or success. Psychologically unhealthy individuals strive for personal superiority, whereas psychologically healthy people seek success for all humanity.

Early in his career, Adler believes that aggression is the dynamic power behind all motivation, but soon he become dissatisfied with this term. After rejecting aggression as a single motivational force, Adler uses the term masculine protest, which implied will to power or a domination of others. However, he soon

abandons masculine protest as a universal drive while continuing to give it a limited role in his theory of abnormal development.

Next, Adler calls the single dynamic force striving for superiority. In his final theory, however, he limit striving for superiority to those people who strive for personal superiority over others and introduced the term striving for success to describe actions of people who are motivated by highly developed social interest (Adler, 1956). Regardless of the motivation for striving, each individual is guided by final goal.

2.1.1.2 The Final Goal

According to Adler (1956), people strive toward a final goal of either personal superiority or the goal of success for all humankind. In either case, the final goal is fictional and has no objective existence. Nevertheless, the final goal has great significance because it unifies personality and renders all behavior comprehensible.

Each person has the power to create a personalized fictional goal, one constructed out of the raw materials provided by heredity and environment.

However, the goal is neither genetically nor environmentally determined. Rather, it is the product of the creative power, that is, people's ability to freely shape their behavior and create their own personality. By the time children reach 4 or 5 years of age, their creative power has developed to the point that they can set their final goal. Even infants have an innate drive toward growth, completion, or success.

Because infants are small, incomplete, and weak, they feel inferior and powerless.

To compensate for this deficiency, they set a fictional goal to be big, complete,

and strong. Thus, a person's final goal reduces the pain of inferiority feelings and points that person in the direction of either superiority or success.

If children feel neglected or pampered, their goal remains largely unconscious. Adler (1964) hypothesize that children will compensate for feelings of inferiority in devious ways that have no apparent relationship to their fictional goal. The goal of superiority for a pampered girl, for example, may be to make permanent her parasitic relationship with her mother.

As an adult, she may appear dependent and self-deprecating, and such behavior may seem inconsistent with a goal of superiority. However, it is quite consistent with her unconscious and misunderstood goal of being a parasite that she set at age 4 or 5, a time when her mother appeared large and powerful, and attachment to her became a natural means of attaining superiority.

Conversely, if children experience love and security, they set a goal that is largely conscious and clearly understood. Psychologically secure children strive toward superiority defined in terms of success and social interest. Although their goal never becomes completely conscious, these healthy individuals understand and pursue it with a high level of awareness.

In striving for their final goal, people create and pursue many preliminary goals. These subgoals are often conscious, but the connection between them and the final goal usually remains unknown. Furthermore, the relationship among preliminary goals is seldom realized. From the point of view of the final goal, however, they fit together in a self-consistent pattern. Adler (1956) used the analogy of the playwright who builds the characteristics and the subplots of the

play according to the final goal of the drama. When the final scene is known, all dialogue and every subplot acquire new meaning. When an individual's final goal is known, all actions make sense and each subgoal takes on new significance.

2.1.1.3 The Striving Force as Compensation

People strive for superiority or success as a means of compensation for feelings of inferiority or weakness. Adler (1930) believed that all humans are "blessed" at birth with small, weak, and inferior bodies. These physical deficiencies ignite feelings of inferiority only because people, by their nature, possess an innate tendency toward completion or wholeness. People are continually pushed by the need to overcome inferiority feelings and pulled by the desire for completion. The minus and plus situations exist simultaneously and cannot be separated because they are two dimensions of a single force.

The striving force itself is innate, but its nature and direction are due both to feelings of inferiority and to the goal of superiority. Without the innate movement toward perfection, children would never feel inferior; but without feelings of inferiority, they would never set a goal of superiority or success. *The goal, then, is set as compensation for the deficit feeling, but the deficit feeling would not exist unless a child first possessed a basic tendency toward completion* (Adler, 1956).

Although the striving for success is innate, it must be developed. At birth it exists as potentiality, not actuality, each person must actualize this potential in his or her own manner. At about age 4 or 5, children begin this process by setting a direction to the striving force and by establishing a goal either of personal

superiority or of social success. The goal provides guidelines for motivation, shaping psychological development and giving it an aim.

As a creation of the individual, the goal may take any form. It is not necessarily a mirror image of the deficiency, even though it is a compensation for it. For example, a person with a weak body will not necessarily become a robust athlete but instead may become an artist, an actor, or a writer. Success is an individualized concept and all people formulate their own definition of it.

Although creative power is swayed by the forces of heredity and environment, it is ultimately responsible for people's personality. Heredity establishes the potentiality, whereas environment contributes to the development of social interest and courage. *The forces of nature and nurture can never deprive a person of the power to set a unique goal or to choose a unique style of reaching for the goal* (Adler, 1956).

In his final theory, Adler identified two general avenues of striving. The first is the socially non-productive attempt to gain personal superiority; the second involves social interest and is aimed at success or perfection for everyone.

2.1.1.4 Striving for Personal Superiority

Some people strive for superiority with little or no concern for others. Their goals are personal ones, and their strivings are motivated largely by exaggerated feelings of personal inferiority, or the presence of an inferiority complex. Murderers, thieves, and icon artists are obvious examples of people who strive for personal gain. Some people create clever disguises for their personal

striving and may consciously or unconsciously hide their self-centeredness behind the cloak of social concern.

A college teacher, for example, may appear to have a great interest in his students because he establishes a personal relationship with many of them. By conspicuously displaying much sympathy and concern, he encourages vulnerable students to talk to him about their personal problems. This teacher possesses a private intelligence that allows him to believe that he is the most accessible and dedicated teacher in his college. To a casual observer, he may appear to be motivated by social interest, but his actions are largely self-serving and motivated by over compensation for his exaggerated feelings of personal superiority.

2.1.1.5 Striving for Success

In contrast to people who strive for personal gain are those psychologically healthy people who are motivated by social interest and the success of all humankind. These healthy individuals are concerned with goals beyond themselves, are capable of helping others without demanding or expecting a personal payoff, and are able to see others not as opponents but as people with whom they can cooperate for social benefit. Their own success is not gained at the expense of others but is a natural tendency to move toward completion or perfection.

People who strive for success rather than personal superiority maintain a sense of self, of course, but they see daily problems from the view of society's development rather than from a strictly personal vantage point. Their sense of

personal worth is tied closely to their contributions to human society. *Social progress is more important to them than personal credit* (Adler, 1956).

2.1.2 Racism Related to the Striving for Superiority

The term of “racist” was stated by Francois Bernier (1600). He stated that the idea of human differentiation is based on the characteristics of skin color and facial shape. The prominent figure who first introduced the concept of race is Charles Darwin, he introduced “race” as something that refers to the biological and physical characteristics. One of the most obvious is the color of skin.

Differences based on skin color fueled the movements that favor each race. Darwin's theory of action used as a basis to justify racial domination of one over the other races. So there was a racial superiority, racial feeling superior to oppress races considered inferior. The concept of racial superiority this gave birth to racism.

Racism, by Ting (1997), is a doctrine or belief that something more superior racial group versus another racial group based on biological factors. This belief gave birth onwards inferiority concept and racial superiority; where white people consider themselves more superior or 'better' than the other clans especially blacks. Jones (1999) also confirms one of the major aspects of racism is cultural racism, in which a collection that will determine whether the dominant cultural values are considered high and usually these values are tightly linked with their characteristics. Then the collection than minority will patronize the existing values in their culture.

General racism that is offensive attitudes, tendencies, statements and actions that prioritize specific community groups or hostile classified into specific races in a social sphere. Views on racial differences and variety are not mutually tolerant attitude in society is still quite common. Racism or racial discrimination in the United States has existed since colonial times. It has been brought a huge impact on the lives of a number of communities in the U.S., such as blacks, Latinos, and even Native American (Indian tribes). In the U.S. there are still many racial problems that occur in the population of American community life.

2.1.3 Movie as One of the Literary Works

In the development literature, film as a combination of audio and visual classified as part of the literary work. Film can reflect the culture of a nation and influence the culture itself. Aside from being a source of popular entertainment, the film also became the media to educate the public and provide doctrine. In an article from *Film* magazine (1992), it is stated that:

Film theory seeks to develop concise, systematic concepts that apply to the study of film as art.... Film are cultural artefacts created by spesific cultures, which reflect those cultures, and, in turn, affect them. Film is considered to be an important art form, a source of popular entertainment, and a powerful method for educating –or indoctrinating- citizens. The visual elements of cinema give motion pictures a universal power of communication; some movies have become popular worldwide attractions by using dubbing or subtitles that translate the dialogue (“Film”, hal. 1, par. 11).

In Article 1, paragraph (1) of Law No. 8 of 1992 on Film mentioned that:

Movies is the copyrighted work of art and culture is a medium of mass communication-heard view that is based on the principles of cinematography with recorded on celluloid,

video tapes, video discs and / or materials other technological inventions in all forms, types, and sizes through the process chemical, electronic process, or other processes, with or without sound, which can be displayed and / or aired by mechanical systems, electronics and / or other ("Movies: Cultural Assets Should conserved", par. 2).

The film serves as a historical process or the culture of a society that is presented in the form of vivid images. Movies also serves as a medium of information. In addition to the information media, the film is also a social document. Through the film, the public can visualize what is happening in the midst of a particular society at a particular time ("Movies: Cultural Assets Should conserved", par. 5-6).

2.1.4 Synopsis of the Movie

Set in Mississippi during the 1960s, Skeeter (Stone) is a southern society girl who returns from college determined to become a writer, but turns her friends' lives -- and a Mississippi town -- upside down when she decides to interview the black women who have spent their lives taking care of prominent southern families. Aibileen (Davis), Skeeter's best friend's housekeeper, is the first to open up -- to the dismay of her friends in the tight-knit black community. Despite Skeeter's life-long friendships hanging in the balance, she and Aibileen continue their collaboration and soon more women come forward to tell their stories -- and as it turns out, they have a lot to say. Along the way, unlikely friendships are forged and a new sisterhood emerges, but not before everyone in town has a thing or two to say themselves when they become unwittingly -- and unwillingly -- caught up in the changing times.

Aibileen is Elizabeth Leefolt's maid and nanny to May Mobley Leefolt. As nanny she is much more a mother than Lizzie. Aibileen has raised 17 children during her years as maid, but her own son was killed in a factory accident.

Aibileen agrees to help Skeeter write her newspaper column, but the interviews soon become focused on the life of a maid in Jackson. Aibileen opens an entire new world for Skeeter. She convinces some of the other maids to participate in Skeeter's interviews, but is punished for her straying from the role of a good maid at the end.

2.2 Research Method

In this part, the writer will review each of the research method that is used to analyze Aibileen's action in *The Help* movie.

2.3 Object of Study

The object of study that the writer will use a movie entitled *The Help* and especially is the character in the movie, Aibileen Clark. She is a 50-year-old black maid who works with a white family. She took care of a daughter of the family and just lost the only son.

2.4 Research Procedure

In this part the writer will explain the procedure of the movie's character analysis based on Adler's theory. First, the writer will read Adler's theory as a whole and try to understand the content and capture the meaning of the theory.

Second, the writer will watch the movie, take notes based on what is happening on the movie, and then the writer will review the notes. Every moment that shown in the movie about what's happening with the character will be explored by the

writer. In the final step, the writer will analyze Aibileen's action based on Adler's theory and then relate her action to the theory. Everything about the character and what it needs to develop from it will be analyzed deeply by the writer.

2.5 Previous Study

This research discusses Aibileen's action to strive for her superiority in the movie. Another research that deals with the Strive for Superiority is conducted by Verawati Kusumohardjo (2003) entitled *A Study of Superiority Complex as seen in William Shakespeare's Coriolanus*. This study analyses the cause of tragedy that befall the main character, Coriolanus, because of the development of Coriolanus' Superiority Complex caused problem for his relationship with his own society. The difference here is that the previous study is more focused on the cause of superiority complex, while this study is more focused on Aibileen's Superiority Complex to change her race's future in the society.

CHAPTER III

FINDING AND DISCUSSION

This chapter discusses the research problems and presents the result of them. The discussion is classified based on the objective of the research then it is divided into three sub-classifications. The first is how Aibeleen gets in touch with Skeeter, the second is how Aibeleen reveals her true story to Skeeter through her handwriting, and the last is how Aibeleen motivates her friends to confess about their suffers being a colored maid. They all show how Aibeleen strives for her superiority in this movie.

3.1 Getting in touch with Skeeter

Individual psychology holds that everyone begins life with physical deficiencies that activate feelings of inferiority—feelings that motivate a person to strive for either superiority or success. Psychologically unhealthy individuals strive for personal superiority, whereas psychologically healthy people seek success for all humanity. Adler called the single dynamic force striving for superiority. In his final theory, however, he limited striving for superiority to those people who strive for personal superiority over others and introduced the term striving for success to describe actions of people who are motivated by highly developed social interest (Adler, 1956).

Aibeleen is a black maid, born in 1911, in Chiksaw County, Piedmont Plantation. She worked in the Leefolt's family, who is white colored family in the Jackson area, from 8 am to 4 pm, six days a week. She takes care of all household

purposes, but most often, she taking care Lefolts' daughter, Mae Mobley.

Aibileen loves all the little children she had ever treated.

Aibileen is a prove that colored maids in civil rights era are civilized.

They are educated well with the rule from government and know well how to become a maid. This movie shows Aibileen knows how serve foods to white people, how to talk to white people, and also how to dress in front of white people as their boss. Other maids are also doing the same thing at the house where they work. Because white people make the same agreement with other for maids to follow the rule.

Some scenes show how Aibileen can control her emotion although some of the white people are making fun and discriminate her clearly while they meets each other. Some also show that everything that white people tell their maids, must be done. It shows clearly that black maids know well with the rule that made for the black maids.

Skeeter invited Aibileen to come to her house with also knowing that what they do have violated the law. Aibileen finally tells her how maids' life in Jackson, until finally Skeeter asked what made her change her mind. As stated in the movie conversation between Aibileen and Skeeter ;

Skeeter : I can't tell you how much I appreciate you do this for me. What's change you mind?

Aibileen : God. And miss Hilly Holbrook.



Figure 3.1 Aibileen is telling the reason she want to tell to Skeeter (the Help, minute 00:46:01)

Aibileen was not the first in her family to become a maid, because her mother was also a maid and her grandmother was a house slave. As stated on the movie conversation between Aibileen and the writer ;

The writer : And did you know as a girl grown up one day you'll be the maid?
Aibileen : Yes mam, I did.
The writer : And you knew that because?
Aibileen : My mom was a maid, and my grandma was a house slave.
The writer : Dou you ever dream to being someone else?

Aibileen just nodded and smiled.



Picture 3.2 Aibeleen tell the story about her family (the Help, minute 00:01:50)

General racism that is offensive attitudes, tendencies, statements, and actions that prioritize specific community groups or hostile classified into specific races in a social sphere. Views on racial differences and variety are not mutually tolerant attitude in society is still quite common. Racism or racial discrimination in the United States has existed since colonial times. It has been brought a huge impact on the lives of a number of communities in the U.S., such as blacks, Latinos, and even Native American (Indian tribes). In the U.S. there are still many racial problems that occur in the population of American community life.

A human being consciously or unconsciously has the ability to get to the superiority in order to meet the needs of both personal and social. Humans have the motivation to make their lives better than ever. Alfred Adler stated there was a dynamic force behind the struggle for human behavior success or excellence. A man in his life has a personal passion, love, and social to be met. In order to meet this need sometimes we have to struggle to get it.

As the creation of individual goals to achieve superiority can take any form, we does not always mirror image for the weakness, although it compensate for these weaknesses. For example, someone with a weak body can not be a strong athlete, but, he would be an artist, actor or writer. Success is the concept that each person is being individual and formulate its own definition (Adler, 1956). How does a person's success in achieving something different to adjust to the level of satisfaction obtained and how he realized that success through the results of operations to achieve excellence.

From this feeling of inferiority Aibeleen begin to grow, having a mother who was a maid and her grandmother who worked as a slave she eventually worked as a maid, although once she had a desire to work in addition to being a maid. Living with a family background as it was, Alibeleen also considers herself-helpless in dealing with the social environment, so she tends to accept the situation. Then the boy the only thing that she had, died because the white frontman in his company abandon him in colored hospital.

The struggle of a Aibeleen in writing her story is not an easy task, initially she and Skeeter secretly do these activities at home so cannot be seen by others. They both know the fear of the punishment that awaits them and certainly other people reveal to us about themselves. It is not allowed for white skin to hang out with black maids in Jackson. This has to be compensated to their responsibility once they decide to break the boundaries of the law regarding the differences between blacks and whites. This compensation is their responsibility in order to

open the fact that treatment differences occurred between the employer and her assistant are different skin tones in Jackson.

People strive for superiority or success as a means of compensation for feelings of inferiority or weakness. Adler (1930) believes that all humans are “blessed” at birth with small, weak, and inferior bodies. These physical deficiencies ignite feelings of inferiority only because people, by their nature, possess an innate tendency toward completion or wholeness. People are continually pushed by the need to overcome inferiority feelings and pulled by the desire for completion. The minus and plus situations exist simultaneously and cannot be separated because they are two dimensions of a single force.

The striving force itself is innate, but its nature and direction are due both to feelings of inferiority and to the goal of superiority. Without the innate movement toward perfection, children would never feel inferior; but without feelings of inferiority, they would never set a goal of superiority or success. The goal, then, is set as compensation for the deficit feeling, but the deficit feeling would not exist unless a child first possessed a basic tendency toward completion (Adler, 1956).

3.2 Revealing her true story to Skeeter through writing

As she worked as a maid, Aibileen feel demeaned, as well as her friends suffering the same fate. Their degrees are lower than where working families are white. As black maids, they were prohibited from using the same toilet used by a family members, their toilet was placed outside the home. This is due to the assumption that black people carry diseases that are harmful for the white. Based

on her personal experiences and the environment in which she lives, Aibeleen struggled with determining the final goal she wanted to achieve in order to get her superiority as a black person.

Since the death of her son, Aibeleen feel angry and vengeful towards white people. Especially since she received treatment lowered herself from Hilly, a white woman who is chairman of the sorority members in the area. Hilly often condescend Aibeleen and other maids because they were black people. Hilly also fired one of her fellow maids for using the toilet inside the house. Then Skeeter appeared and asked for help from Aibeleen to write a story about the lives of black maid. But she refused because at that time it's too dangerous for someone to write and make public received equality between blacks and whites, who will be punished in violation of jail. One night Minny, a fellow maid who works for Hilly called her and told her that she had been fired for accused of stealing and then Hilly tells it to all white women in Jackson. It made Minny having trouble finding another job.

Each person has the power to create a personalized fictional goal, one constructed out of the raw materials provided by heredity and environment. However, the goal is neither genetically nor environmentally determined. Rather, it is the product of the creative power, that is, people's ability to freely shape their behavior and create their own personality. By the time children reach 4 or 5 years of age, their creative power has developed to the point that they can set their final goal. Even infants have an innate drive toward growth, completion, or success. Because infants are small, incomplete, and weak, they feel inferior and powerless.

To compensate for this deficiency, they set a fictional goal to be big, complete, and strong. Thus, a person's final goal reduces the pain of inferiority feelings and points that person in the direction of either superiority or success.

Aibeleen decided to write the story itself without the help of Skeeter, this is because the Lefolt is a good friend of Skeeter. The following Scene shows how Aibeleen decides she will write the story herself and would recite it to Skeeter;

Skeeter : Do you wanna talk about bathroom or anything about Mrs. Lefolt ?. How she pays you or she ever yelled at you in front Mae Mobley?

Aibeleen holding her head and next to her hand squeezed her chin, and holding a rag look was thinking about something.

Aibeleen : I thought i might write my own story down and read them to you. No different when i write down my prayer

Skeeter : Okay. Sure.

Skeeter looked a little disappointed, while she nodded a second pressing Hime and answered with a tone that denigrated and suppressed



Figure 3.3 Aibeleen is telling Skeeter that she will write down her own stories (the Help, minute 00:43:48)



Figure 3.4 Skeeter is asking Aibeleen about the question (the Help, minute 00:44:05)

This scene shows that as a black people, Aibeleen also consider as an educated person. We can see when Aibeleen said to skeeter that she has collect some of her story by writing it as a pray in her own diary. And also she decides to write the other story by her self rather than answering questions from Skeeter.

From that, we can conclude that Aibeleen is an educated person, she can write and also can read.

The previous paragraph shows that black people is educated well because in that civil rights era, black people also have the same education with white people although the government differentiate between white people's school and colored people's school. Colored people also have their own neighborhood where they can have a markets, schools, and other public needs.

With the help of the Sketeer, Aibeleen begins to fight for their rights as a human-being and of her own blood as well as her maid on Hilly, Minny has been humiliating and detrimental to her friend, and would like to show the injustice of the difference in skin color as her son who died from the treatment and the views of racism received from white people.

In this case the Aibeleen struggles to write her story as a point of view of maids that are compensated from a theory propounded Adler, how the life of a black maid who worked for white people delivered by him. An assistant should be shut and the spurned on, whether blacks had no rights as a human being and those rights can be easily bullied by her employer just assumed that their higher degree because they were white. According to Adler (1956), people strive toward a final goal of either personal superiority or the goal of success for all humankind. In either case, the final goal is fictional and has no objective existence. Nevertheless, the final goal has great significance because it unifies personality and renders all behavior comprehensible.

Aibeleen's son had an accident and dying in the mine; the factory foreman took it in the back of the truck to the hospital specifically black people then walked away. Because there was nothing that could be done by the hospital, and

then Aibeleen take him home, and take him on the couch. Then her son died in front of her. It is also a key factor in her being quiet and very resentful towards white people.

Aibeleen ends up telling about how Lefolt treat Mae Mobley left for ten hours without changes her pampers and Lefolt replaces is being conceived should not have more children because she will let Mae Mobley without take cares of her. Aibeleen thinks that the treatment Lefot gives to her daughter Mae Mobley tends to be overlooked, because all this more Aibeleen take care of it rather than her own. Minny came and surprised so see there's Skeeter was there. Initially she did not believe the story that says Aibeleen is working with Skeeter writes a story about a life lived in the Jackson's maids.

Minny question their concern regarding the Skeeter about black maid in Jackson, Skeeter ask Aibeleen just want to create engaging problems, whereas Skeeter just wants to show the perspectives regarding the black maid, so people will understand what it's like to be on the side of their helpers. Minny who initially refused eventually agreed to participate and gave her story to Skeeter.

While Minny is showing how to cooks right, Aibeleen continue to write about the experience as in show on scene here ;

Narration by Aibeleen : Once Minny got talk about food, she like to never stop. When she got to talk about the white lady, it took all night.



Figure 3.5 Aibeleen is writing down her stories (the Help, minute 00:59:47)

After all-night talks, Minny shall invites her friends to share their story as well but Aibeleen have tried it and it is not an easy thing to invite others to participate and share their stories. It is also one of the compensation of the Skeeter and the decisions they make about writing the book through the viewpoint of an assistant who recounts their lives for working with white employers.

When Skeeter was asked to find more helpers for the written story, Aibeleen and Minny said they had asked their friends more, but they refused, because they were too afraid. The book *The Help*, which they threatened about cannot be published yet bbecause it is so far the only new two story they have.

This is where it is known that Aibeleen has a personal motivation as to why she wants their story published.

In the following scene can be seen in what became her motivation to be able to publish the book :

Aibeleen : Don't give up on this miss Skeeter

Skeeter : It wouldn't be real.

Aibeleen : They killed my son. He crashed while carrying goods to the factory, the trucks bump into it and destroy his lungs.

Mিনny : Aibeleen...

Aibeleen : Foreman put his body in back of truck. Go to the color hospital, dump him there than went away . There's nothing, they could do, so I brought my baby home. Lay him down at sofa right there. He died right in front of me. He Just 24 years old miss Skeeter, the best part of person life. Aniversary of his death come, every year i can't breath. But to you all it's just another day to bridge.

Aibeleen : You stop this, everything I wrote, he wrote, everything he was, going down with him.



Figure 3.6 Aibeleen tell Skeeter about how her son dead (the Help, minute 01:09:24)

In this section Aibeleen reveals one reason why she wants the book published. She has personal goals and a desire to avenge her own blood because of differences in the treatment of white people make the only boy died tragically.

She deplores the behaviour of white people who think they want to make it very different from the book was published to others out there can know how her son is treated so that he died.

Every year on the anniversary of her son's death she feels unable to breathe given what happened to her son. She also says that if they give up on Skeeter to find another maid who will tell their story, then her story and the story of inhumane treatment received by her son until he dies will die with him. No one will ever know how the problem of racism that occurred during this time has caused more grief and misery. Aibeleen's personal struggles in achieving superiority shows here where she writes a story about the events that befell her son which makes her anger up to now on white people.

Aibeleen fight for the sake of achieving her superiority, one reason being her own blood against the white man's treatment that has resulted in her sons' death, as well as inferiority that she has received for a long time ago. She wants to be someone else, besides being a maid she proved that she can still be a writer who is able to fight for their rights and be given through it. Aibeleen would like to break the presumption of white people is a second class society. With her writings she wants others to know the views of black people of difference of treatment they receive during this time.

3.3 Motivating her friends to confess about their suffering

This is what makes Aibeleen see the end goal. Since her son died, Aibeleen just live alone in the same neighborhood with her fellow maid. Suffered the same fate and the same treatment, She wanted to defend another friend who was a fellow maid blacks. Originally Aibeleen who refused to help Skeeter to write her novel, in the end she agreed to help her write with her experience and

the experience of other friends. Aibeleen like the conditions experienced by the maid in Jackson could know by many people; especially Hilly treatment that has made one of her friends was fired from her job and was forced to let her daughter out of school to become a maid like herself.

The struggle to achieve success is not an easy thing for Aibeleen and her friends. She tries many times to invite other helpers to share her story and participates in the writing of the book. They can only rejections for various reasons. The arrest of one of the maid for alleged stealing by Hilly, changes the thinking of the other maids.



Figure 3.7 Aibeleen gets another help from other maids to tell their story (the Help, minute 01:29:30)

Aibeleen managed to invite other helpers to share their story to Skeeter.

Many of those who undergo the treatment as the two classes that are lower in degree than in white men, but some of the employer did care about the fate of those who suffer unfair treatment. Based on a story that has been collected they managed to complete the book.



Figure 3.8 Aibeleen and Minny look at their finish book (the Help, minute 01:09:24)

People who strive for success rather than personal superiority maintain a sense of self, of course, but they see daily problems from the view of society's development rather than from a strictly personal vantage point. Their sense of personal worth is tied closely to their contributions to human society. Social progress is more important to them than personal credit (Adler, 1956).

Aibeleen who cares about the fate of her friend the other, does not give up to collect her friend again, especially after the events of the capture of her friend fellow aides who are accused of stealing by a Hilly which she was white people. Aibeleen shows that she is not only fight to get personal achievement alone, she invites her friend else to equally struggle to get their way to superiority.

Aibeleen helps her friend so that they gain their freedom and rights as a colored people, as well as their rights as human beings. With this book, Aibeleen hopes so that others can know about their fate and hope the changes that occur thereafter.

Through Aibeelens' pursuit of a better life for her and her friends to let others know about their struggles, their employer's repression in Jackson, and the

rights as a human being. How do an employer can arbitrarily accuse them of thieves, that their different skin color could make anyone else do anything you want to them and differences in treatment that they receive while they become maids.

Some people strive for superiority with little or no concern for others.

Their goals are personal ones, and their strivings are motivated largely by exaggerated feelings of personal inferiority, or the presence of an inferiority complex. Murderers, thieves, and con artists are obvious examples of people who strive for personal gain. Some people create clever disguises for their personal striving and may consciously or unconsciously hide their self-centeredness behind the cloak of social concern.

In this section, there are not many things that Aibeleen shows that she seemed motivated by the social care in order to be respected by her peers, according to Adler became one of the reasons to get her superiority. She further indicates that as one who has the same fate with the more she struggles with writing what she experienced. Aibeleen did not reveal her desire to become superior alone. Despite the disapproval of her friends, she is still trying to get as many other stories.

In contrast to people who strive for personal gain are those psychologically healthy people who are motivated by social interest and the success of all humankind. These healthy individuals are concerned with goals beyond themselves, are capable of helping others without demanding or expecting a personal payoff, and are able to see others not as opponents but as people with

whom they can cooperate for social benefit. Their own success is not gained at the expense of others but is a natural tendency to move toward completion or perfection.

In his final theory, Adler identified two general avenues of striving. The first is the socially nonproductive attempt to gain personal superiority; the second involves social interest and is aimed at success or perfection for everyone.

Abeleen's book is given the title of *The Help* and only in write Anonymous on authorship, this is done in order to protect all those involved in the making of this book. Because at that time blacks were not allowed to write let alone to give courage via writing for other blacks. The book sold thousands of copies with the advances that have never seen from any other book sales.



Figure 3.9 *The Help* book at the book store
(the Help, minute 01:55:27)

Of the proceeds of the book, Abeleen who were given \$600 from the publisher, she divides her money to the other 13 maid who has helped her deliver the story and their experience, each maid gets about \$46 and still will be given more.



Figure 3.10 Aibeelen enter the church and getting applause from everyone inside (the Help, minute 02:09:26)

Aibeelen : who are we clapping for?

A lady : we are clapping for you.

In the Church of Aibeelen and the usual place of worship, Minny is suddenly changed to welcome Aibeelen and thank Aibeelen who dare to write and fight for her people. Aibeelen success is not only felt by herself by achieving her superiority alone, but also to arouse the other equally championed their rights and their dignity are raised during this discrimination from white people. Aibeelen grab her superiority and help their social life as well. She is not alone who welcomes the changes that she and her friends who else did by writing their story during a maid is treated by white people, and how they are treated as second-class people, and spurned treated unfairly because they are black people.

Aibeelen proves her superiority boldly opposed the abuse of Hilly when she accused of stealing her silver tableware. Hilly felt she had been humiliated by Aibeelen's writing and books they publish. Here are a few scenes where Aibeelen indicates her superiority and dare to oppose Hilly's abuse on her.

Aibeleen : I didn't steal

Hilly : Maybe I can send you to jail for what you wrote, but I can send you for being a thief.

Aibeleen : I know something about you, don't you forget that. From what Yule Me said, there's a lot of time to write in jail, plenty of time to write the truth about you, and the paper is free.

Hilly : Nobody would believe what you wrote.

Aibeleen : I don't know. I've been told I'm a good writer over and already sold a lot of books.

Hilly talks to Leefolt that just came, she look scared

Hilly : Call the police, Elizabeth.

Aibeleen grab her arm dan pull her.



Figure 3.11 Aibeleen is confronting Hilly (the Help, minute 02:17:07)

Aibeleen : What you do is scaring and lying to get what you want.

Lefolt : Aibeleen stop it.

Aibeleen : You a Godless woman, don't you tired miss Hilly, don't you tired?

Aibeleen talks to Hilly with courage. Hilly looks scared and run away.

Lefolt : Aibeleen you have to go now.



**Figure 3.12 Elizabeth Lefolt fires Aibileen
(the Help, minute 02:15:30)**

It seems Aibileen has reached her superiority by not giving up on the Hilly treatment on her. She showed resistance; prove that she was able to be superior. As Adler, aggression is a dynamic power behind the motivation and the masculine implies the protests appeared on the will to rule or dominate. Aibileen here to dominate the Hilly with indicated she was not afraid of the threats given Hilly. She was not afraid of going to jail, because although until she went to jail, she had plenty of time to write down the truth of this Hilly behavior during her and her friends.

With the power she has now, Aibileen is happy that she has prove that she can be someone other than be a maid, she also manages to reach her superiority by writing and help her friends dares the other to pave the way for the sake of Justice, against the right of views about racism that occurred in Jackson. Aibileen left the residence of Lefolt and realizes that she can be useful to the people that she knew. She also feels freedom when she wrote the truth regarding the behavior of racism that occurred in Jackson.



Figure 3.13 Aibeleen feels grateful for being a writer
(the Help, minute 02:09:26)

Aibeleen naration : My boy, Treelore always said we going to have a writer in family one day. I guess is going be me.



CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

In this film can be seen that the Aibeleen fight for her superiority by becoming an author. She also shows how an individual who has inferiority can achieve being superior in order to get recognition from surrounding like what Adler says in *Striving for Superiority*. At first Aibeleen hesitant to fight for her superiority because of social problems that occurred in Jackson. But with the help of Skeeter, she dares to defend her people and to prove that the views of people during this time about colored are wrong.

Inferiority of Aibeleen appears as a maid that has become a regular thing going on in her family, shown when Aibeleen tells Skeeter that her mother was a maid and her grandmother was a slave. She will understand if she will have the same fate with her family, but reverse it Aibeleen have a desire to be other than a maid like her family. Here the desire of Aibeleen to become superior shows, but she hesitates because black people were considered second class society by its social and there is also legislation which says that colored people are forbidden to contribute socially, their duties only become slaves for white people. Even if punishment were black people write, publish or voicing the pacifist against the white man is in prison.

Skeeter manages to convince Aibeleen to voice screaming so far regarding the difference of treatment, the racism that occurs in Jackson. This makes sure

Aibeleen that she can also be a superior, where in addition to her friend; she was able to help others. She also brings her own personal interests in the matter. Have the ultimate goal of her own blood, to give to the white people who because of her dealings to make her son died and replying to very Hilly degrading treatment she and her friends. Adler says the existence of compensatory behaviors of Striving for Superiority inferior feelings that drive within her to be superior. Aibeleen in compensation received during the fight reached its superior, she often says crazy by her peers for daring the other to deal with the Skeeter who is whites and more crazy as they want to raise again the story about the experience of the maid who has worked with white people during their lives.

Aibeleen does have personal goals that she uses as a reason why she would have loved the book published. She wants to let other people know the treatment of white people against them makes her son died. By bringing this vendetta, Aibeleen increasingly convinced of her struggle to be superior, moreover, she would like to be the well-being of her peers could be better with other people know how the viewpoint of blacks who worked as a maid to the mistress who were white.

Aibeleen get her superiority is shown as Hilly threatened to imprison her because she had written a story about her and her friends. However Aibeleen shows herself with courage accept the challenge, she will more freely reveals how Hilly behavior against the other helpers. The superiority of Aibeleen increase when she realized she also aides in addition to being able to write, in fact she already sells many books of her writings. Aibeleen and her friends became one of

the black maids who dare voice screaming on the behavior of racism that occurred in Jackson.

4.2 Suggestion

Aibeleen behavior strives of her superiority, to be an interesting thing to be covered in the film. The development of her character, how she was fighting for her life for the better was the inspiration for yourself when looking at the film.

By using the theory of Striving for Superiority of Adler, gives many examples of struggles a person in achieving good in his social and personal, yet there are still many other factors that could be addressed in this film about the character development Aibeleen and Skeeter in movie the Help. Self actualization of Maslow may be used for further research to examine again how Aibeleen and Skeeter achieved self-actualization them in this movie. Because many things can be supplemented by Maslow's theory in this study of self actualization about the character Aibeleen and Skeeter.

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