

## CHAPTER II

### THEORETICAL FRAMEWORK

#### B.1 Theory of Human Motivation

Every organism especially human being has motivation. It is something that unconsciously pushes us to do something that we need and we want. The motivation of humankind appears naturally after the appearance of a desire. We may say that it is a kind of the result of someone desire onto their needs.

It is need to be understood that in psychological studies that motivation is the basic thing of action. Motivations are a starting action before the several hierarchies of needs steps of someone in reaching his desire of something, especially in reaching their full potential or we may say the process to reach self-actualization condition. This is in line with the statement of David McClelland in his book entitled *Human Motivation* (1987) who said that any final short list of human motives certainly would have to include needs for aggression or power, for love, (or sexuality in the broadcast sense), for relief from anxiety and insecurity, and for some kind of mastery or self-actualization (McClelland, 1987:64-65). This statement shall be a bridge between human motivation knowledge and the hierarchy of needs.

Talking about self-actualization will bring us to its two experts Kurt Goldstein and Abraham Maslow. Kurt Goldstein is an organismic theorist that is believed to introduce Self-Actualization term for the motive of realizing one's full

potential. In his book entitled *The Organism: A Holistic Approach to Biology Derived from Pathological Data in Man* (1939), he presented self-actualization as a tendency to actualize, as much as possible, the individual capacities in the world. This idea was later developed by Abraham Maslow.

### **B.1.2 Hierarchy of Needs**

Maslow developed the Kurt Goldstein study on self-actualization by creating a theory of human motivation in which the variable of human needs is structured in forms of hierarchy. Hierarchy of needs are five stages of human needs created by Abraham Maslow in order to arrange the stages that human need to fulfill so they could reach a self-actualization stage. In his book which is entitled *A Theory of Human Motivation* (1954), Maslow created hierarchy of needs where it contains of 5 needs which are then divided into two parts. Those needs are Psychological needs, Safety needs, Loves needs/Belonging needs, Esteem needs and then Self-actualization. These needs are divided into two kinds, Basic need or Deficiency need and Meta need or Growth need. Physiological needs, Safety needs, Love needs, Esteem need belong to the basic need while Self-actualization need belongs to Meta need. Meta need is a need that appears after the fulfillment of basic needs are completed.

#### **1. Physiological Need**

Physiological need or physiological need is the starting point of motivation theory. In common, the physiological need is a need where human

tend to keep their physical condition in a balance condition. Eat, drink, protein rest or sex are included to those physiological needs. Discussing further about this need, Maslow stated in his book that there are two customary notions about these needs, first, the development of the concept of homeostasis, and second, the finding appetites are a fairly efficient indication of actual needs or lack in the body (Maslow, 1954:35).

Homeostasis is a term that is used to explain how the body automatic's efforts such as maintaining a blood stream or any other body automatic effort. This body automatic effort needs a supply so they can keep doing their job. In this case, foods, water or any other intake such as vitamins, proteins, are really needed too. Young in his article entitled *the experimental analysis of appetite* (1941) summarized that if the body lacks some chemical, the individual will tend to develop specific appetite or partial hunger for that food element (Young, 1941:129-164). It means that human is potentially putting this need in the first position, where it is possible for human not to pay attention to any other hierarchy of needs before their physiological needs are met because it is dealing with their body needs.

## **2. Safety Needs**

The next or the second set of needs is a safety needs. After the physiology needs are fulfilled, human will tend to find something that can protect them or at least taking care of them. As we all know there are a lot of

harmful things that is very possible to threaten their life such as crime, animals, and many others. According to Maslow (1954), they (organism) may serve as the almost exclusive organizers of behavior, recruiting all the capacities of the organism in their service, and we may then fairly describe the whole organism as a safety-seeking mechanism (Maslow, 1954:39). Creating a safety-seeking mechanism will make organism feel safer. Having connection to other organism especially for human, is something that will always happen in this life.

Not only trying to create a safety-seeking mechanism, human also have a tendency in avoiding places that they feel or think are dangerous or seemed strange. Kurt Goldstein described this in his book *The Organism*. Goldstein said that human are much like the brain injured cases, who manage to run their environment by avoiding every unfamiliar thing or dangerous (Goldstein, 1939). So it is just like a kind of consideration where someone will try to know their strength or survival ability before trying strange or dangerous things. By this kind of thinking, not only they can know the accurate percentage of their survival, human also will be able to create a safety system in order to protect both themselves and their communities. As a result, we may say that physiology need is a short-term survival or defense while safety need is a long-term defense or survival.

### **3. Love Needs**

Just after the physiological needs and safety needs are fulfilled, the organism will have a tendency to find someone they can share with, it can be friends, lover. This is in line with what Maslow had stated in his book (1954) that after the two basic needs are gratified, the person will feel keenly, as never before, the absence of friends, or a sweetheart, or a wife, or children (Maslow, 1954:43). It is a common thing to say that human have a hunger of affectionate relations with people and they will strive to fulfill their hunger of relation.

In theory, there are two kinds of love. Those are Deficiency or D-Love and Being or B-Love. D love is a kind of love that appears inside someone that is caused of lack of something. This kind of love can be found in a relationship of lovers, husband and wife and other having relationship.

Different with D-Love, B-Love is more like a feeling that based on someone's view to another person without any willing to change or having that person. This kind of love can be found in a situation where someone is admiring another person. That someone just admires the person without any willing to change or having the person.

### **4. Self Esteem Needs**

Normally, a human being must have a need or desire for self-respect or self-esteems and also esteem for others. Dealing with this self-esteem, Erich

Fromm in his book entitled *Escape from Freedom* (1941) classified the self-esteem needs into two kinds. First, he mentioned the desire for strength, achievement, adequacy, confidence in facing the world, and also for independence and freedom. The second, he stated that we as human are born with the having of desire for reputation, recognition, attention and appreciation (Fromm: 1941). Usually, by showing their real capacity, human will tend to expect or get a kind of achievement or respect from others.

It is true that a successful self-esteem need will generate someone confidence. The achievement and pride are priceless. If there is something that make someone is down it must be because they do not have any achievement or pride. The latter is one of the examples of the failure of someone in getting his self-esteem. Something very positive must have a negative side also. When someone is failed in showing his real capacity, they will lose their pride. As Maslow wrote in his book (1954) "Satisfaction of the self-esteem need leads to feelings of self-confidence, worth, strength, capability and adequacy of being useful and necessary in the world. But thwarting of these needs produces feelings of inferiority, of weakness and of helplessness" (Maslow, 1954:45).

## **5. Self-Actualization Needs**

After the four basic needs, the next and also the last hierarchy of need is self-actualizations need. This is the last need where of course, the need where someone at the situation where he or she has a good opportunity in meeting his

true potential. This is what Maslow (1954) meant when he said that self-actualization is the stage where a man must do something depends on what he can be or what he is (Maslow: 1954:46). In other words, self-actualization can also be described as a desire of someone to be the best of him/her, realizing his/her true potential, being as creative as he can be and reach the top of his goal.

There is a reason why this need is put on the top of the hierarchy. Maslow (1954) himself stated that “the clear emergence of these needs rests upon prior satisfaction of the physiological, safety, love and esteem needs” (Maslow, 1954:46). The fulfillment of the basic needs is really important since the self-actualization need will not be fulfilled before the basic needs are satisfied. This is why Maslow said that basically satisfied people are those who their basic needs are satisfied. Even though it seems like Maslow (1954) stated that someone must satisfy lower level deficit needs before going on to meet higher level of growth needs, he later clarified that satisfaction of needs is not an “all-or-none” phenomenon which means that the needs must not be satisfied 100 percent (Maslow, 1954:53).

### **B.1.3 Approaches in Human Motivation Studies**

In his book which is entitled *Human Motivation* (1980), Bernard Werner concluded that there are two basic approaches to the study of motivation. Those approaches are experimental stratagem and clinical stratagem. The experimental

stratagem attempted to develop mathematical models that account for limited aspect of behavior (Werner, 1980:1).

Werner stated experimental stratagem has been to identify the immediate determinants of behavior and then specify the mathematical relations between the variables in order to answer the question why do organisms think and behave as they do (Werner, 1980:1). In other words, the experimental struggle tries to use formulas in determining human behavior in being motivated by something. It also considers several things that seem appropriate to be included to the formulas just like personalities, distance between one object to another object and many other things depend on the cases. Just like the application of math formulas, this stratagem also use several math symbols such as times signs for the multiplication, plus sign, minus sign division sign in order to count the several things above. This approach is usually used to explain a limited range of phenomena with accuracy.

According to Werner (1980), to answer the question of why people behave as they do, psychologist studies motivation from a clinical orientation assert or presume that there are one or more basic principles of behavior, such as “people strive to fulfill their potential” or “people strive to satisfy their aggressive and sexual urges” (Werner, 1980:4). Different to experimental stratagem which seems to be more like case study approach, this stratagem has an attempt to involve a wide range of phenomena by putting researcher’s

speculation and assumption to the phenomena which is of course, with less attempt to develop a formal or mathematical model. Not only that, the supports from clinical, historical, literary, and also experimental evidence have big role to the development of this stratagem.

According to the explanation of experimental approaches above, the researcher believes that this research tends to be categorized to clinical stratagem. Not only that, regarding the object of this research is taken from animated cartoon, it makes the researcher could only find a certain phenomenon inside the movie and analyze it deeply. It is also impossible to do a study case toward an animated cartoon so the researcher is not going to apply experimental approach on the research. The a presumption that a character is having one or more basic principles behavior such as the willingness of Aang in his strive to fulfill his true potential as an avatar as an evidence and of course, any formal or mathematical model will not be necessary.

## **B.2. Review of Related Research**

There are several researches that have been done related either with human motivation theory or *Avatar: the Last Airbender* cartoon series. The research is literally made in order to contribute to literary studies and also for the development of literary studies.

The first related research is an article written by Tajamul Islam Baba and Javeed Ahmad Raina which is entitled *The Alchemist: A Journey towards Self-*

*actualization* (2018). *The Alchemist* novel is a good story that encourages and inspires its readers to realize their potential. In the article, the researchers tried to analyze Santiago's self-discovery as the microcosm, representing the journey of everyman towards self-actualization.

Another research done by B.Geetha, Ph.D and Dr. K. Maheshwari which is entitled *Self-actualization in the Protagonist of Maya Angelou's Memoir: A Humanistic Psychological Approach* (2018) is also presenting theory of motivation especially self-actualization in analyzing the object. The research analyzed the self-actualization in the protagonist of Maya Angelou's Memoir. It also evaluates the self-actualization characteristic in the protagonist Maya Angelou from *Gather Together in My Name*.

The third related research is a research that used *Avatar: the Last Airbender* as its object. The research that is done by Nicole M. Lawrence which is entitled *Sassy Cows and Magical Juju: Representation of Race and Ethnicity on Three Nicktoons Programs* critiques the programming on the children's media channel Nicktoons for pattern of racial representation in the characters. It argues that that the three programs, *Back at the Barnyard*, *Avatar: The Last Airbender*, and *Tak and the Power of Juju* problematically construct analogies of African Americans, Asian and Native people.

Next, a book written by Bernard Weiner entitled *Human Motivation* (1980) introduced several kinds of human motivation based on psychological

studies. In the book, self-actualization is also delivered in some ways including how self-actualization belongs and relates to human motivation.

The fifth related research is an article written by Saul McLeod which is entitled *Maslow's Hierarchy of Needs* (2013). In the article, McLeod tried to deliver the information about the motive of Maslow in creating the hierarchy of needs. It also explaining how is actually Maslow's hierarchy of needs useful in identifying human motivations.

The next related research is an article which was written by Liu Hongyu and Han Lu which entitled *The Beauty of the Transcending of Humanity – Research on Maslow's Self-Actualization Theory* (2013). The research focuses on studying the origins of the core theories in Maslow's humanistic psychology with consideration of his literature, philosophy and childhood experiences. It was also analyzing self-actualization and peak experience from the prospective of humanity.

The seventh related research is a research that is done by Isa Debora Teixeira Maxhado which is entitled *Intangibles That Matter for HCM: Self-Actualization – a Case Study of a Brazilian Company* (2013). The research is about employees living up to their full potential in the workplace. The researcher investigated how the possibility that the relationship of self-actualized employees and their commitment towards the organization is moderated by the

management of intrinsic aspects of the function such as autonomy, recognition, growth opportunities and task significance.

Next, the other research about the cartoon is the article which was written by Dr. Carol Panetta in 2016 which is entitled *Avatar the Last Airbender: A psychoanalytic Review or How a Kids' Show Can Teach Analysis*. The article was posted in Boston Graduate School of Psychoanalysis. Dr. Carol Panetta wrote how the relationship between the antagonist, the young and impetuous Prince Zuko, and his uncle, the staid but clever Iroh contains the primary lessons of psychoanalysis. He describes how the arrogance of Prince Zuko in acting and viewing his uncle who could turn him into someone with totally different behavior. The development of Prince Zuko psychological condition is the main topic of this article.

The ninth research is a research dealing with self-actualization theory. It is an article written by Nugraha Sinaga, Zuriyati, and Siti Gomo Attas. The article is entitled *Self-Actualization of the Min Character in Novel Balada si Roy by Gol A Gong* (2018). The research described the characteristic of self-actualization on the main character in novel *Baladda si Roy*. The result shows that the main character is an actualized person, to be related to Abraham Maslow theory.

Thus, the last related research is a research about self-actualization theory that is applied in a movie as well. The research was written by Sya'roni Abdul Jalil. It is entitled *Self-Actualization of Bradley Cohen Character in Front of*

*Class Film* (2015). The research analyzed the form and self-actualization process of Brad Cohen in reaching a happier life and become what he wanted. By applying the Abraham Maslow humanistic theory that focused on self-actualization, the researcher are successful in knowing how self-actualization could be reached by Bradley Cohen and what factors encourages his self-actualization process.

There are several related researches that analyze *Avatar: The Last Airbender* cartoon series as well. The first related research that has the same object with this research is the one that was written by Dr. Carol Panetta which is entitled *Avatar the Last Airbender: A Psychoanalytic Review or How a Kids' Show Can Teach Analysis*. The second is the one that was written by Nicole M. Lawrence which is entitled *Sassy Cows and Magical Juju: Representation of Race and Ethnicity on Three Nicktoons Programs*. The former research discussed about how the relationship between the antagonist, the young and impetuous Prince Zuko, and his uncle, the staid but clever Iroh contains the primary lessons of psychoanalysis while the latter critiqued the programming on the children's media channel Nicktoons for pattern of racial representation in the characters. It argues that that the three programs, *Back at the Barnyard*, *Avatar: The Last Airbender*, and *Tak and the Power of Juju* problematically construct analogies of African Americans, Asian and Native peoples.

Different with those two researches, this research discuss about the

character development of Aang who was a main character in *Avatar: The Last Airbender* cartoon series. By applying a theory of human motivation that was developed by Abraham Maslow, the researcher explains how Aang is developed since the very beginning he is destined as an avatar until the last series he finally become a true avatar that able to bend the four elements and also become the mediator of the four nations: water, earth, fire and air.

