

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background**

Literature is the imaginative work that pictures the human life in society which can be enjoyed, understable, and used by the society also. According to Pickering & Hoeper (1981) literature is an unique human activity, born of man's timeless desire to understand, express, and finally share experiences in literature, it is recognized the branches of literature such as poetry, novel, drama, theatre, and also movie. This study will analyse a literary work, movie as the object of analysis.

Movie is a type of digital entertainment that has been attached to society for a long time. According to Hornby (2006) movie means a series of moving picture recorded with sound that tells a story, shown at cinema/movie. It consists of several collaborative works of art and literary works as an extraordinary masterpiece. Therefore, every artist who is involved in the movie industry is competing to make the best movie. Through movie, humans can convey ideas, expressions, and criticisms wrapped in moving images, acting and music. Many movies have been circulating to date, with various types, contents, meaning and others. According to Rayya Makarim (2009) it is explained that movies are a means of mass communication, apart from radio, television and networks telecommunication. Movies carry communication messages to show on viewers, as the director wants to give whether in drama, horror, comedy, and action.

Talking about movie, There are several types of movies that many people like, one of them is horror movie. The theme of this movie emphasizes scenes that are so creepy make the audience feel afraid of the movie. According to Webster

(2004) the notion of horror is divided into three. First, the feeling of anxiety, horror, and fear was so great. Second, very unusual disgust. Third, something that makes sense scary. Thus the notion of a horror movie is a movie that is made to cause sense, fear, terror, disgust and so on for the audience. One of the best horror movies is *Anaconda: The Hunt for the Blood Orchid*.

*Anacondas: The Hunt for the Blood Orchid* (2004) is an adventure horror movie, written by *Hans Bauer*. It is a stand-alone sequel to the movie *Anaconda* (1997) and the second installment of the *Anaconda franchise*. The movie tells about a team of researchers set for an expedition into the Southeast Asian tropical island of Borneo-Indonesia. Eight adventurers dared to enter the dangerous forest of Kalimantan to look for a spring that could make youthful. They search for a sacred flower which they believe will bring humans to a longer and healthier life, the flower is a type of orchid that is only left on the island. They started the expedition to the forest with help of two guides. Unfortunately, they did not realize that they were being followed by a giant human flesh-eating snake. They become stalked and hunted by the deadly anacondas inhabiting the island.

This movie received an award in 2005: Nominated for the Razzie Awards for Worst Remake or Sequel and Screen Music Awards, Australia for Best Soundtrack Album. all of that was achieved due to the hard work of the team, players and director. This movie was directed by Dwight H. Little, born and raised in Cleveland, Ohio, January 13, 1956. He was known as a movie director and television from America. He came out west to attend the Movie School at the University of Southern California. His senior thesis project, "Americano", brought him much acclaim, winning the Focus Movie Festival's top prize, the Chicago Movie Festival's Golden Hugo Award, and the Cino-Golden Eagle Award. After graduating, Little started

directing second unit material, as well as documentary short movies. He has directed more than 34 hollywood movies, include *Anacondas* or “Anaconda 2”.

The movie *Anacondas: The Hunt for the Blood Orchid* tells the story of an Anaconda who changes its size to a giant due to enzymes from a plant. This plant only exists in the forests of Borneo and contains a mysterious enzyme that can provide longer life. A scientific expedition sets out for Borneo to seek a flower called the Blood Orchid, which could grant longer life. There are eight scientist who came to the island to look for these flowers led by Dr. Jack Byron. They believe that the flowers bring humans to a longer and healthier life. Unfortunately, there are so many obstacles they have to go through in the Kalimantan forest, there are poisonous insects, river that damage their boats, to the anaconda which always preys on them all the time. These matters already made their intention to stop this expedition, but one of their friends, Dr. Jack Byron disagree with their idea. He has higher ambition to get the orchid and all of them should obey his instruction, because he is the leader. Along the way to find these flowers, there are many incidents that hit. Their boat sank because of the river which was quite swift and the snakes had eaten one of them. Even though, the leader, Dr. Jack Byron keep continued the expedition with the great ambition. Some of them did not want to continue the expedition because there were too many events that happened, the boat sank, their friend who was killed by a snake, and the creepy jungle they had to go through. His ambition to get the flower, forcing all his friends to keep looking for it despite the many dangers and threats in sight. Many bad things had happened, but Dr. Jack Byron still continued exploring for these orchids because he didn't want all of their efforts to go to waste. In fact, he killed anyone of their members who got in way of getting the orchids. One

of his friend, Gordon Mitchell was a victim of his ambition. He killed Gordon by a poisonous spider bite. In his ambition, whatever he will do for the orchids.

This movie emphasizes about how a leader with his ambition finding a flower but does not care about his friends. His action can make him selfish. It makes me interested to make further analysis of higher ambition.

From this study, the moral lessons can be found that can give the motivation to me and then readers of this study, and it can be a guidance for them when they encounter the same experience as experienced by the actors in the movie.

## **1.2 Problem Identification**

Based on description above, this study is concerned with the analysis of the goal and the effect of ambition in Anacondas Movie: *The Hunt for the Blood Orchid*. In order to make a simple understanding of the analysis of this study, the subject matter of this study is formulated as follow:

1. What are the goals of main character's ambition?
2. How are the effects of main character's ambition?

## **1.3 Objective**

Regarding to the statement of the problems above, this study has two purposes. They are as follow :

1. To describe the goals of main character's ambition.
2. To describe the effects of main character's ambition.

## **1.4 Scope**

Due to the time contrast and the accuracy of the study, the scope of this study only focuses on the ambition represented by the main character in *Anacondas Movie: The Hunt for the Blood Orchid*. There are several factors that cause of it in this movie, two important things as subject matter in this study, goal and effect of an ambitious person which will be analyzed in this study. The ambitions of the main character here covers the elements of the ambition, the effect and also the goal of ambition. Other subject matters, portrayed in the movie are not included in the analysis. The writer used the psychoanalysis theory to analyze the ambition portrayed in the movie script.

## **1.5 Significance**

This study hopefully contributes a good significance either to the writer or the readers. However, there are some significances can be taken. They are theoretically and practically. Theoretically, this study might be a reference for other students when they are making a research on the same subject matter. They can take the findings of this study as one of their reference in their thesis. Practically, this study may give moral lesson about life. They may take the effect of having higher ambition in their life.

Theoretically, it expects that this research will give more information to the readers to take the moral values expressed in the *Anacondas* movie as the object of the analysis.

Practically, this study delivers some points, they are:

- a) For students, to increase the appreciation of literature and to motivate them to produce new ideas that are more creative and innovative in the future.
- b) For the University, to use this movie as a medium for teaching movie studies lesson.
- c) For the authors, to add insight and knowledge about the movie, especially on moral values contained in the movie.
- d) For the general public, to provide knowledge and open up horizons of thoughts for lovers of literature and movie.

## **CHAPTER II**

### **LITERATURE REVIEW**

In this chapter, it will be presented the review of the related literature that was used in this study. That is necessary source concerning the topic to discuss which covers about literature, psychology, the relation between psychology and literature, psychological approach in literary criticism, character and characterisation, definition of ambition. Goal and effects of ambition and previous studies. The theoretical framework here covers literature and psychology as the umbrella theory of personality as the study of ambition lays down.

#### **2.1 Literature and Psychology**

##### **2.1.1 Literature**

Oxford Dictionary (224) defines literature as writing valued as work of art, writing as a particular subject or printed material giving information. In Malay language the word “literature” has meaning of the beautiful writing, actually the word. Klarer (2004: 1) says that in most cases, literature is referred to as the entirety of written expression, with the restriction that not every written document can be categorized as literature in the more exact sense of the word. Greil Marcus and Werner Sollor (2009) says that literary means not only what is written but what is voiced, what is expressed, what is invented, in whatever form. Jones (1968: 1) states that literature is in its broadest sense, includes all written material, into this general grouping, falls history books, philosophical works, novels, poems, plays, scientific articles, dictionaries, instructional manuals, travels, folders, magazine, school, textbooks.

### **2.1.2 Psychology**

Psychology can be defined as the science of the activities of the individual, the word “activity” is used here in very broad sense (Woodworth Marquis, 1957: 3). According to Ratna (2004: 295) that psychology is the science that attempts to understand, describe, predict and influence behavior especially of human being. Siswantoro (2005: 26) states that psychology is the scientific study of behavior and mental process.

The definition of Psychology in the Concise Oxford English Dictionary tool (tenth edition) is, first, the scientific study of the human mind and its functions, especially those affecting behavior in a given context, second, the mental characteristic or attitude of a person, the mental factors governing a situation or activity. Therefore, this research is so related with the psychology and literature. Psychology in here will discuss about personality of main character's ambition and the literature views a moviescript of this research.

### **2.1.3 The Relation Between Literature and Psychology**

Wellek, Warren and Daiches clarify that psychology and literature have relation but it does not mean that they depend on each other. Psychology does not need to understand thoroughly about literary work if he wants to analyze author and psychological author or a critic does not need to be a psychologist, he can. However, literary work can contribute the development of psychology. The argument from psychology can be directed helping us to read the play right better.

Nyoman (2004: 343) states that there are three ways to understand the relations between psychology and literature, they are: *First*, understanding the soul



of the author. *Second* to understand the psychological aspects of the fictional characters in literary works. *Third*, understanding the psychological aspects of reader.

The explanation above emphasizes there is relation between psychology and literature which is domination is that psychology is used to determine the character of a person, psychology is the science of earning and investigates as the reflection of human being. Psychological is needed to the characterization in the novel, and existence is not only related with the author activities, but also related with the character in literary work and the readers, (Sukada, 1987: 132). So, even though they are different science but has relation about human being in the world.

It is conclude that psychology and literature study about human being, but they have different object of concern; psychology deals with human being, while literature deals with imaginary human being. Although between psychology and literature do not stand a part, as psychology can applied to analyze the work of literature.

#### **2.1.4 Psychological Approach in Literary Criticism**

Elementary assumption of psychological approach is influenced by several things, Endraswara (2008: 96). First; there is assumption that literary work is a product from the psychological and author's mind which are played by the unconscious and the conscious condition. Conscious and uncoscious always attend in author's imagination. The processess of author creation are legitimate object of the psychologist's investigate curiosity. Second; study of psychology of literature can be

used to beside research psychological of the characterization also research the author's mind and feeling in the creative process.

Every person can analyze the major character in the novel or drama by using psychological approach. Using the modern theory of psychology to explain and give interpretation of literature (Hardjana, 1985: 66). It gives some information about human attitude and the background of human being but once more to remember is psychological approach does not mean to give a value.

Literature which emphasize of the condition of the soul does not give the information physical accident especially the movement of physic is one of the signals, which give some information to the physical function. According to J.S Badudu (1999: 92) that the background of people gives the instruction to do something in their life.

In order to attain this study, the researcher has made up mind to employ psychological analysis. This study deals with psychological approach of Dr. Jack Byron's ambition in Anacondas Movie *The Hunt for The Blood Orchid*. In order to get better understanding of the main character, the researcher ough to understand more about psychology. So the researcher will get easier to understand and analyze of psychological aspect of the main character after knowing about it.

## **2.2 Characterizations**

Characterization is attempt to show the characters or the personalities of the played character. In consonance with Jacob Sumardjo in Fenanie (2001:87) characterization is an important part of building a story. These characters not only play stories but also play a role in conveying ideas, themes, plots, and motives. In

presenting and determining the characterizations of the characters, the authors generally use two methods. The first method is the direct method (telling) and the second is the indirect method (showing). Jauhari (2013:161) stated that characterizations are the way the author shows characters or actors.

In accordance with Pickering and Hooper (1981:27), in Minderop (2005:6), the direct method (telling) relies on the explanation of the character's characterizations to the exposition and direct comments from the author. So the readers can understand the character's characterizations based on the author's explanation. While the indirect method (showing) shows the author placing himself outside the story by giving the opportunity to the characters so they can show their characterizations through dialogues and actions.

It was believed by Minderop (2005:8), that there are two kinds of method, which are the direct method and indirect method. In direct method, the explanation of the story is done directly by the author. This method is usually used by ancient storytelling stories so that the reader only relies on explanations made by the author alone.

1. Characterization using the name of the character

The name of the character in a literary work is often used to give ideas or to clarify and sharpen the character figures. The characters are given names that describe the characteristic qualities that distinguish them from other characters.

2. Characterization through character appearance

In literary works, the appearance of the characters has a very important role in relation to the characterization. The appearance of the character referred to, for example: what clothes they wear or how the expression is.

### 3. Characterization through speech

The author gives a broad and free place to the author or narrator in determining the story. The author comments on the characters and personalities of the characters until they penetrate into mind's, feelings and inner turmoil so the author constantly monitors the characterization of the characters. The authors do not merely lead the reader's attention to their comments about the characters but also tries to shape reader's perception of the characters he tells.

While in indirect method, Minderop (2005:22) explained the characters in literary works can present themselves directly through their behavior. In this case, the reader can analyze the characters themselves through several ways:

#### 1. Characterization Through Dialogue.

Characterization through dialogue is divided into what is said by the characters, the identity of the characters, the location and situation of the 17 conversation, the mental qualities of the characters, a tone of voice, emphasis, dialect, and vocabulary of the characters.

#### 2. Location and Conversation Situation

In real life, conversations that take place privately on an occasion at night usually tend to be more serious than conversations that occur in public place during the day. So, it is possible that this situation happens in fiction, but the reader must consider why the author displays the conversation in the places like on the road or on the theater, of course, which is certainly important in storytelling.

#### 3. Mental Qualities of the Characters

The mental qualities of the characters can be recognized through the strains and flow of words when the characters talk.

#### 4. Tone of Voice, Pressure, Dialect, and Vocabulary

Tone of voice, pressure, dialect, and vocabulary can help and clarify the characterizations of the character if the reader is able to observe and analyze it seriously. Based on the analysis of the characterization through the direct method (showing), the result can be seen from above that the author does not merely convey the characterization of the characters based on what appears through the behavior of the characters but the author also able to penetrate the thoughts, feelings, turmoil and inner conflict and even motivation that underlies beneath the behavior of the characters.

##### **2.2.1 Characters**

In literary work, there are character which is one of the intrinsic elements. Minderop (2005: 2) says that character can also be a person, community, race, mental and moral attitude, the quality reasoning, famous people and characters in literature. In the work of fiction, character can be interpreted as representation of a human being. Through behaviour, traits, and descriptions the author describes a character that deserves attention, love, and support. The main character in a story is generally known as the protagonist, the characters who opposes it is the antagonist.

There are few kinds of characters, but the main character is a character that takes the most attention from the audience and becomes the center of attention of the viewer. This character also has the most scenes. The supporting characters are the ones who created the situation and provoke conflict for the main character. Characters are generally divided into two category, which are the protagonist and antagonist. But Lutters (2006: 81) divides the character or role according to its nature into the following three points:

a.) protagonist

The role of the protagonist is a role that should represent positive things in the needs of the story. This role is likely to be the most hurt, either, and suffering that will cause sympathy for the audience. The role of the protagonist is usually the central figure, the figure that determines the motion scenes.

b.) Antagonist

The role of antagonist is the opposite of the role of the protagonist. This role is a role that should represent the negative things in the needs of the story. This role is likely to be the most hurt protagonists. This figure is an evil character that will cause hatred towards the audience.

c.) Tritagonist

Tritagonist role is the role of a companion, both for the role of the protagonist or antagonist. This role can be a supporter or opponent of the central character, but it also could be a mediator or intermediary central figure. This position became the defender of figures that they accompany. This role includes the main supporting role.

## **2.3 Ambition**

### **2.3.1 Defining of Ambition**

According to Bates & Phelan (2002) ambition is an important characteristic in a competitive workforce. Simply, it can be said that ambition is a character that must exist in a work group to be able competing with other workers group. Meanwhile, according to Locke and Baum (2007), “ambition literally means a strong desire to achieve or improve something; in this respect, it sounds similar to achievement

motivation, but ambition has the added connotation of motivating ahead toward a distant and high goal. They also says "ambition is a strong desire to achieve or improve something.

The ambition is motivational formation and represents aspiration of a person to be a significant and a recognized personality to others for real achievements, important both for person and for other people, Barsukova (2014). Ambition is the force which makes a person move ahead and reach any heights on promotional and social ladder.

### **2.3.2 The Goals and Effects of Ambition**

#### **2.3.2.1 The Goals of Ambition**

According to Barsukova (2014), an ambitious person has goals for several:

- To improve the status, position in the world
- To find popularity, glory, power
- To succeed, reach a certain result and heights.

An ambitious person actively realizes one`s potential in the spheres of social activity, significant for him; as a rule, it is about professional and career growth, about a place on "a professional scale". It is connected with the scale and the importance of those tasks and affairs for which the personality takes responsibility as the subject of life. Barsukova (2011) states ambition as aspiration means.

- the subject, an ambitious person;
- other person or other people, whose recognition the ambitious person seeks;
- self-reflection, self-assessment (Self-intimate);
- the purpose, achievement of recognition and importance which are

shown in achievement of the power, glory, success (social or career)

and so forth. (I-want and/or I-must);

– position and the status of a person in social hierarchy (I-real).

#### **2.3.2.2 The Effects of Ambition**

In achieving a goal, an ambitious nature is needed. In real life, an ambitious person is so close to success but in some cases being too ambitious can lead that person to failure.

##### **a. Good ambitious Effect**

Spenner and Featherman (1978), the tendency to achieve ambition depends on the pattern of motives that a person brings to a particular situation. To achieve ambitious goals, an understanding of the level of capability is needed, Rae & Carswell (2001). According to Judge & Kammeyer (2012) ambition is the personality characteristic most closely linked with career success. In addition, ambitious people are more successful in life: they achieve higher levels of education, work in prestigious occupations, and have higher net incomes. Ambitious people seem competitive, assertive, achievement oriented, confident, and upwardly mobile, Hanson et. al (1983). Ambitious employees have the ability to create opportunities for the organizations, thereby increase the financial and social value of the organizations (Beer, Eisenstat, Foote, Fredberg, & Flemming, 2011; Senarath, 2017). Even in the phases of daunting challenges, the ambitious employees have led the companies to success (Foote, Eisenstat, & Fredberg, 2011).

##### **b. Bad ambitious Effect**



Despite the importance of ambition for career success, it has been largely ignored and even stigmatized by academic psychology, Kammeyer-Mueller (2012). The psychoanalytic tradition seems to have started the process. According to Freud, ambitious people are necessarily neurotic and potentially father murderers (Freud & Freud, 2001). According to Herrick and Moore (1993), individual behavior depends on their ambition. When consultants are ambitious, they tend to overly promise project results. Therefore, it is proposed: Very ambitious consultants have a higher tendency to over-promise project results. The over ambition of employees could lead to imbalance organizations, especially when employees fail to recognize organizational capabilities, Zhu (2012). Then, Motivation can be replaced by a stronger form of 'ambition' in a highly competitive environment, Locke & Baum (2007), and an ambitious workforce, will develop tenancies to promise high performance, delivery schedules to customers and even price, McLeod & Doolin (2012). In investigating this research question, this study employs the Ambition Theory, Schlesinger (1966) He states the over ambitions lead to development project failures. Schlesinger also provides a theoretical lens that supports for understanding how the behaviors of individuals are affected by their ambitions in the current study context. The ambition theory assumes that the leaders are like the politicians behave according to their office goals and make decisions, which help to gain office, Fishel (1971). According to Foote et al. (2011), ambitious leaders take actions to create competitive advantage. However, to achieve a competitive advantage, the leaders should consider capabilities, strengths and unique characteristics of organizations, Foote et al.,(2011). When the leaders of organization development projects are ambitious, they tend to

overlook organizational capabilities and overpromise project deliverables, Foss & Robertson, (2000). Weiss (2005) however, research which explain the relation boat between the consultants' ambitions and development project failures remain scare. When there is a lack of capability, employees can work with other employees with complementary skills to overcome problems that arise due to lack of capability. When there is a mismatch between ambition and resources, the organization fails to achieve the organizational ambitions, Foss & Robertson (2000). Since the leaders should balance their ambitions with organizational capabilities, they should have a proper understanding about the organizational capabilities, Gupta, et, al. (2004) . According to Gupta et al. (2004), the leaders should "frame a challenge that will push the team to the limits of its abilities without pushing them over their limits." When the consultants are ambitious, they become highly motivated and tend to overlook the organizational capabilities. Therefore, it is proposed: highly ambitious consultants have a higher tendency to overlook organizational capabilities.

## **2.4 Related Studies**

Literary works concerning the ambition which the objective is similar with Ignatius Andi Saputra's Thesis. The title is *Frank Luca's Ambitions in American Gangster Film Script* (2010). The Objective of his thesis are intrinsic aspects contained in the American Gangster film script in the form of themes, characters, setting, conflict, and the ambition of Frank Lucas. It uses theory from Tatenhove (1984: 19), He said that "ambition is an energy, expressed in active behaviors toward some purpose or aspiration". From the meaning of the word ambition, we don't see any negative traits contained in the word ambition. The tendency of the negative

meaning arise because usually people who desire to achieve a high position often justify various ways, so ambition becomes bad if it sticks on people who have a negative mental attitude, for example people who like exploiting others to satisfy self-interest. Whereas in its original meaning ambition means positive because with ideals people will determine the work to be achieved, and then have to fight make it happen. In a negative sense, ambition can be due to a bad mental attitude negative. In other words, ambition in man is good, ambition becomes bad for sticking to a bad mental attitude. Alfred Alder (1978: 87) says: "The final goal of our struggle was to be aggressive and all powerful, to dominate others. Humans were seen as selfish and concerned with their own self aggrandizement. The final goal was to be superior, the striving for superiority by the healthy person involved movement toward perfection in a way that contributed to the welfare of others." At the stage of data collection the author uses the library method, the method of it is often used in literary research. Where in the collection process the data refers to books, articles, lecture instructional materials and internet media which can support the writing of this thesis and can be addressed to the main problem will be discussed. There are two kinds of triggers that can stimulate ambition to thrive. The first trigger is a person's personal bad situation, both in a person's family environment and in the surrounding community. This kind of bad behavior will stimulate the perpetrator to change or improve himself by making some kind of action. In this case change or repair can be individual or group. The second trigger that can nourish ambition is personal good someone, both within a person and in the surrounding environment. The similarities and differences of research, it is also discuss the effect of ambition, meanwhile the research more focuses to intrinsic and extrinsic elements of film.

Next is the thesis written by Ratih Ardilla Kusumahsari (2012). The title is *Representation of Ambition in a Mild Advertising (Semiotic Study of Ambition Representation in a Mild . Advertising Version of "Go A Head Cari Muka" On Billboard Media)*. This research was conducted with the aim of knowing the representation of ambition on A Mild cigarettes through the depiction of the "Go A Head Cari Muka" version of the A Mild cigarette advertisement as a whole. It uses the theory of Tika Bisono MPsi Psi, every human being should have an attitude of ambition. "Ambition is a good thing, everyone should have it. Because ambition is a goal or what you want to achieve or the spirit of a human being to survive in his life. If people don't have ambition, meaning he does not fill his life". The method used in this research is descriptive qualitative with using a semiotic approach. The data analysis technique in this research is the method descriptive, namely the data collected in the form of words and pictures. The data is analyzed by using sign concept and divided by three categories as icon, index, and symbol with triangle meaning concept. From the results of the meaning can be make a conclusion that icon, index and symbol has a relation. There is a representation of ambition from the conclusion such as facial expression to expressing the existence from an ambition and strangeth by "trying to look good/Cari Muka" on the top right of the picture. Excessive ambition will make them have interest and passionate desire for a field. That way they can justify any means to achieve his desire. "Characteristic features those who are ambitious, for example financially or in other abilities was unable to, but still forced his will. That is with justifies any means, knocks out his opponent or already knows defeat instead find fault with his opponent. Even though the nature of the knight (accepting defeat, be humble if you win) it is needed to relieve negative ambition somebody," The research focuses to the effect of ambition but the source of

data of my research from moviescript meanwhile this research is from a slogan of advertisement.

In Nurdiansyah Sholeh Akbar's thesis *The Effect Of Jack's Ambition on Other Characters Described in William Golding's "Lord of The Flies"*(2017). the objective of the researcher is similar. The effect of main character's ambition on other characters. It uses the theory Tatenhove (1984: 19), "Ambition is an energy, expressed in active behaviors toward some purpose of aspiration". This research uses descriptive qualitative methods to descriptive the character of Jack depicted in the novel, how Jack achieves his ambition and what the effects of his ambition are. Jack as the main character has ambition and does many efforts to reach his ambition. His becomes a leader makes it out of control and has an effect on other children. Jack, he can not control his mischief on the other children. Jack wants to lead, too, and one-by-one, he lures the boys from civility and reason to savage survivalism of primal hunters. The method used is similar, qualitative and descriptive. The differences are in source data, novel and moviescript.

The next related study is an article entitle *The Effect of Over Ambitious Consultants on Project Failures: An Ambition Theory View* written by Subasinghage, Maduka Nuwangi; Sedera, Darshana (2018). They discussed the effect of consultant's ambitions on software project success / failure. According to the ambition theory, ambitions can be categorized in to three categories as discrete ambition, static ambition and progressive ambition (Herrick & Moore, 1993). The three categories of ambitions were visible in software development projects: 1) discrete ambition – consultants intend to complete the current project successfully, no intension to gain more money from the client or reuse functionalities; 2) static

ambition – consultants intend to gain more money from the client; 3) progressive ambition – consultants intend to reuse the software functionalities for future clients.

In order to evaluate the theoretical propositions in this study, a qualitative, multiple case study approach was chosen. The researcher found that a highly ambitious consultants have a higher tendency to overpromise the project deliverables. Highly ambitious consultants have a higher tendency to overlook organizational capabilities. The method used is similar. The source data of this research got directly from company.

Meanwhile, in Prawito Dado's thesis (2020). *Ekspression of Ambition in Sidney Sheldon's Novel A Stranger in The Mirror*. It described the concept of ambition of protagonist in the novel, analyze the causes of protagonist's ambition. It uses the theory of Tatenhove (1984: 19), ambition is an energy, expressed in active action to get a goal or aspiration. According to Adler in his book (1927 : 35), the human was born in weak condition. This situation creates a low status. Adler himself in his book : *Understanding Life* conclude some characteristics of ambition : Fighting for success, aggressive, perfectionist. In his research, there are two causes of ambition's factors, they are from inside and outside, internal and external, they are family, close friend or situation. In order to evaluate the theoretical propositions in this study, a qualitative, multiple case study approach was chosen. By identification and clarification the data which was found in dialogue or action in the novel. The ambition of protagonists is a good action to upgrade their life condition be better, more superior than before and perfectsionist to reach their ambition.