

ABSTRACT

This study aims to identify and analyze causing factors of the protagonist's attitude change in Jennifer Niven's novel *All The Bright Places*. This research focuses on causing factors of the protagonist's attitude change because of personal or person's experience in the novel. The novel tells about two teenagers, Violet Markey and Theodore Finch, who both have trauma. Since the death of Violet's brother truly changed, Violet became quiet and preferred himself. Violet's parents hope if Finch as Violet's lover can turn Violet into a cheerful person like before. This study uses literature psychology to study the psychiatric aspects that exist in a literary work and apply Azwar's theory to explain causing factors of the attitude change in this novel. To analyze data, descriptive qualitative as a method used to explore and understand the meaning of individual groups that describe changes in attitude. The results of this study indicate that changes in attitude can occur because there are factors that influence it, namely: personal experience, the influence of other people who are considered important, cultural influences, mass media, educational institutions and religious institutions, and influence of emotional factors.

Keywords: attitude, attitude change, protagonist, psychology of literature, cultural influence.