WILLY WONKA’S NARCISSISTIC PERSONALITY IN ROALD DAHL’S CHARLIE AND THE CHOCOLATE FACTORY

AN UNDERGRADUATE THESIS

Presented as Partial Fulfillment of the Requirements for the Degree of Sarjana Sastra in English Letters

By

BOVIS NARENDRA PRATAMA
Student Number: 124214051

ENGLISH LETTERS STUDY PROGRAM
DEPARTMENT OF ENGLISH LETTERS
FACULTY OF LETTERS
SANATA DHARMA UNIVERSITY
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(Bovis Narendra Pratama)
Take criticism seriously, but not personally. If there is truth or merit in the criticism, try to learn from it. Otherwise, let it roll right off you.

-Hillary Clinton
I dedicate this undergraduate thesis to my parents.
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ABSTRACT


Charlie and the Chocolate Factory by Roald Dahl is one of the most popular children’s novels. This novel talks about the adventure of five children who have the opportunity to pay a visit to the most famous chocolate factory in the world, Wonka’s. The owner, Willy Wonka, who becomes the tour guide of the day, is a man of unique style and personality. He is known for being able to create the best sweets in the world; unfortunately his behavior shows that he has a personality disorder.

This study aims to reveal Wonka’s personality disorder as well as the cause of the disorder. The first objective is to identify Willy Wonka’s characteristics. Then, the second objective is to reveal Wonka’s personality disorder and to explain the causes of the disorder.

In this study, the researcher uses library research. The researcher looks for books, journals, theories, and articles that are related to the topic. The theory on character and characterization is employed to answer the first problem. Then, to answer the second problem, the researcher employs theory of psychoanalysis and theory of narcissistic personality disorder.

The analysis shows that Willy Wonka is innovative, flamboyant, stubborn, arrogant, and authoritarian. He loves to be the center of attention by putting on outrageous attire. He cannot stand questions and considers them as criticisms or threat. He always brags the products he creates to his guests. Lastly, he always wants to take control of every situation, including taking control of his successor. The last four characteristics mentioned imply that Wonka has narcissistic personality disorder. The researcher finds three causes of Willy Wonka’s personality disorder. The first cause is living alone for years without any direct contact with human beings. He exiles himself from the society for years; he only pays attention to himself. The second cause is constantly being media frenzy. People give so much credit to his products and gradually he thinks that he is the best for everything because the society already thinks so. The third cause is the spies who pretend to be his employees and try to steal his recipes. He becomes really devastated because of the tragedy. He fires all of his employees and chooses to never come out of the factory ever again. He has lost his trust on people, and he is too afraid to be betrayed by his workers for the second time.
ABSTRAK


Charlie and the Chocolate Factory oleh Roald Dahl adalah salah satu novel anak yang paling terkenal. Novel ini menceritakan petualangan lima anak yang berkesempatan mengunjungi pabrik coklat paling terkenal di seluruh dunia, Wonka’s. Si pemilik, Willy Wonka, yang menjadi pemandu pada hari itu, adalah seorang yang memiliki dandan serta kepribadian unik. Ia terkenal sebab ia dapat menciptakan manisan yang terbaik di seluruh dunia; sayang tingkah lakunya memperlihatkan bahwa ia memiliki gangguan jiwa.

Studi ini bertujuan menunjukkan gangguan jiwa yang dimiliki Wonka, serta penyebab-penyebabnya. Tujuan pertama adalah mengenali sifat-sifat yang dimiliki Willy Wonka. Kemudian, tujuan kedua adalah mengemukakan gangguan jiwa yang dimiliki Wonka dan menjelaskan penyebabnya.


CHAPTER I
INTRODUCTION

A. Background of the Study

The world of literature and real life have a bond to each other, especially because literature represents life itself. Literary work represents people, problems, or even current situations which are put into novels, plays, short stories, and poem by an author. Meaning to say, literature is the reflection of real life which is narrated on words. A literary work shows how human beings behave in dealing with their problems and environment. As the representation of life, literary work can be used as a device to explore what happens in the society. Therefore, a study about society is possibly undertaken by analyzing literary work.

A work of literature contains some elements, such as plot and character. Roberts and Jacobs (1987: 61) mentioned that there are eleven elements of fiction; they are character, plot, structure, theme, style, point of view, dialogue, description, commentary, tone, and symbol. Despite those many aspects, character might be one of the most important elements because character, in a story, is usually the most discussed aspect by the readers. Character would undertake actions, they would experience problems, and they too would overcome the problems they face. This point leads to the benefit that a literary work offers, which is to explore the characters that are mentioned in the storyline. An author would put a character into different matters of life, so that the story would be more dynamic. For instance, a character might have anxiety when meeting a lot of
people; another might have anger management issue or considers himself as the most superior person among others. By looking at what the character says, thinks, and acts, the readers could have an understanding about him/her. Readers can draw a conclusion about the personalities of the characters they read in the literary work.

As a matter of fact, an analysis of characters in literary works can open a link between literature and another discipline outside literature itself, one of which is psychology. Dastmard et al (2012: 9423) declared that psychology and literature have a reciprocal relation. Meaning to say, humans are driven by their psyche or unconscious in making literary works, and those works are able to nourish the humans’ souls. Barry in *Beginning Theory: An Introduction to Literary and Cultural Theory* also implies the relation between the world of literature and psychoanalysis, especially Freudian psychoanalysis. The explanation is quoted as follows.

Freudian interpretation, then, has always been of considerable interest to literary critics. The basic reason, again, is that the unconscious, like the poem, or novel, or play, cannot speak directly and explicitly but does so through images, symbols, emblems, and metaphors. Literature, too, is not involved with making direct statements about life, but with showing and expressing experience through imagery, symbolism, metaphor, and so on (Barry, 2002: 102).

In this study, the researcher has chosen a novel entitled *Charlie and the Chocolate Factory* to be the corpus. The novel was written by British-born Norwegian author, Roald Dahl, and was firstly published in 1964. Basically, the storyline of this book tells about Charlie and his adventure along with four other
children who had the opportunity to visit and explore Wonka’s chocolate factory during one full day.

Nevertheless, this study would not focus on Charlie, but it focuses on the other character, Willy Wonka, who was the owner of Wonka’s chocolate factory. Although Willy Wonka is not the main character of the story, his presence actually supports the main character this novel, which is Charlie. Without the presence of Wonka, Charlie would never receive a chocolate factory as described in end of the story; he would not be Willy Wonka’s successor if the author did not put Wonka. Therefore, it is fair to say that Wonka’s presence in Dahl’s *Charlie and the Chocolate Factory* supports not only the main character, but also the storyline. Because of that reason the researcher intends to do a further analysis on this particular character as Wonka actually shapes the story of this novel. Roger B. Henkle in *Reading the Novel: An Introduction to the Techniques of Interpreting Fiction* explains about the importance of the non-major character that is presented in the story. Henkle names the non-major character as the secondary character. In his book, he said, “The most obvious function of secondary characters is to populate the world of the novel (Henkle, 1977: 94).” The following quotation by Henkle also explains the importance of secondary character that is presented in a story.

Occasionally such representative figures play larger roles in a novel without reaching the importance of a major character. Often we encounter a character who seems to embody the attitudes and way of life that we assume to be average or normal for a person in this society, and whom we cannot say is purely incidental to the unfolding of the story. Such a character may be a friend of a major character in the novel, or ones who comes on the scene frequently to comment on events or interact with the major characters (1977: 95).
This book delivers a very successful and eccentric chocolatier, Willy Wonka, since he was the best, the greatest, and the most revolutionary man in the sweets industry. He invented remarkable products ever since he started opening Wonka’s chocolate factory. Everybody knew about his famous products and everybody was eager to know his secrets in making such illustrious products. Although he owned the most famous chocolate business in the world, he was just odd in person. He did not dress up like any ordinary adult men. He put on a plum-colored velvet tail coat, green trousers, and a gold-topped walking cane. He also cut any contacts with the society. He kept the iron gates in front his factory shut for years. The thing that came out of Wonka’s factory was only his products. He locked himself away inside his enormous factory for the last ten years, and nobody knows why he did so. When he finally opened his factory to the five lucky children, he showed his true personality to his guests. Every single thing inside the factory was manifestation of Wonka’s vision. He built marvelous things inside the factory by following his vision, such as the chocolate river, the meadow that is completely made of edible sweets, etc. He made sure that everything was approved by him because he could not abide ugliness. Wonka loved to exaggerate his achievements by continuously mentioning his products as the best, the most revolutionary, and so on. However, each time a question about his products was delivered, he became very defensive. Instead of replying the question, he attacked the person who asked by making irritating comments about him or her.

A study about someone’s mind or behavior deals with the way in finding true identities so that one’s personality can be understood more deeply, and
perhaps many hidden facts would appear during the analysis as well. The researcher is eager to study the characteristics of Willy Wonka, especially because this character has “uncommon” behaviors that are presented throughout the story. To do so, the researcher examines the relation between Willy Wonka’s mind, behavior, and personality development. The researcher has several reasons for making Willy Wonka as the center of this research. The researcher chooses this topic in order to reveal how Willy Wonka is depicted in the book; what characteristics does he have in order to discover the events or the things that lead Willy Wonka into being a narcissistic person, and to show how his narcissistic personality develops. By doing so, then the readers of this study would have more understanding about this unique character.

B. Problem Formulation

There are two problems discussed by the researcher in this study. The problems formulated in this paper are

1. What are Willy Wonka’s characteristics that drive him into his narcissism?
2. What are the causes of Willy Wonka’s narcissistic personality?

C. Objectives of the Study

The research is conducted with two objectives. The first objective of this research is to describe and explain Willy Wonka’s characteristics to the readers, especially because Willy Wonka is known as one of the most unique and remarkable characters in fiction. Willy Wonka is seen as a very successful
chocolatier who was able to bring breakthrough to the sweets industry, yet he avoids contact with the outside world. How he is depicted in the novel and further explanation about his personality is explained in this research. Revealing Willy Wonka’s characteristics is essential in order to have a deeper understanding about this character as well as the personality disorder that he has.

The second aim of the research is to show the causes of his narcissistic personality. Wonka might be successful and highly innovative, but most of the time, he brags about his success, especially to the golden ticket winners when they visit Wonka’s chocolate factory. He shows a sign that he is the one who is in charge of everything and every single thing has to be about him, or at least approved by him. Because of that, this second aim reveals the things that lead to his narcissistic personality. It is important to also reveal the causes of Wonka’s narcissistic personality disorder in this research because in the attempt to reveal Wonka’s narcissism, the researcher must observe Wonka’s unconscious first. The researcher looks back into Wonka’s past life since his past actually shapes how he is the present time. That argument is supported by Barry’s explanation about psychoanalysis, which says “Psychoanalysis believes that human behavior is the result of their early experience (Barry, 2002).” The causes of Wonka’s narcissism are found by observing the events that happened even before those children are invited to come to the factory.
D. Definition of Terms

In this study, there are several terms to be defined. They are character, narcissism and narcissistic personality disorder.

The first one is character. According to M.H. Abrams’ *Glossary of Literary Term*, character is the person presented in a literary work that is given the mental, emotional, and intellectual qualities by the author (http://www.ohio.edu/people/hartleyg/ref../abrams_mh.pdf).

The second term that will be found in this research is narcissism. In relation to psychoanalysis, narcissism can be defined as the attitude of a person who treats his body in the same way in which the body of a sexual object is ordinarily treated – who looks at it, that is to say, strokes it and fondles it till he obtains complete satisfaction through this activities. That is the definition of narcissism by Paul Näcke that was quoted by James Strachey in his paper entitled *On Narcissism: An Introduction*.

The third term which would be found in this research is narcissistic personality disorder. Below is a quotation taken from Jerrold M. Post’s journal entitled *Current Concepts of the Narcissistic Personality: Implications for Political Psychology* about narcissistic personality itself.

The essential features are a grandiose sense of self-importance or uniqueness and preoccupation with fantasies of unlimited success and power; hypersensitivity to criticism; and a lack of empathy (Post, 93:100).
CHAPTER II
REVIEW OF LITERATURE

The second chapter of this study is divided into three parts. The first part covers reviews of related studies about Roald Dahl’s Charlie and the Chocolate Factory that are taken from journals, criticisms and undergraduate thesis. The second part covers reviews of related theories that are applied to analyze Willy Wonka. This part consists of theory of characterization, theory of narcissistic personality disorder, theory of psychoanalysis, and the relation between literature and psychology. The third part is the theoretical framework which explains the contributions of the theories to this study.

A. Review of Related Studies

Several researches about Dahl’s Charlie and the Chocolate Factory and narcissistic personality have been conducted previously. Some of them discuss Willy Wonka in the movie version. Therefore, in this subchapter, the researcher collects the researches that are related to this study. The first related one is undertaken by Bawono Sudewo and Aris Munandar.

A research entitled “A Study on the Characteristics of Mr. Willy Wonka that set up the Stages of the Golden Ticket Children in Roald Dahl’s Charlie and the Chocolate Factory” which is conducted by Bawono Sudewo and Aris Munandar in 2013, stated that the unconcious mind takes a major part in someone’s acts or behaviors. They mentioned that people are controlled by his
mind, which was divided into two branches; the conscious and the unconscious, and those two branches were connected to each other. The unconscious supported the idea and the conscious produced actions, such as habits, desire, ambitions, and behavior. Both writers also added that the children’s greediness and ambitions (that come from their unconscious) were the reasons they were expelled from the chocolate factory (Munandar, 2013).

The discussion on Dahl’s *Charlie and the Chocolate Factory* above explained the link between the unconscious mind and habits in real life. They did not only discuss Willy Wonka as the center of discussion, but the five children who got the golden tickets as well. Moreover, they gave more emphasis on the link between the unconscious mind that triggered the conscious mind to do some actions, whether they were good or bad. The bad actions resulted the four children to get expelled from the chocolate factory, while the good actions resulted Charlie Bucket as the winner of Wonka’s chocolate factory.

The second research about *Charlie and the Chocolate Factory* was conducted by Alan Dundes in 1977, entitled “Jokes and Covert Language Attitudes: The Curious Case of the Wide-Mouth Frog.” In his research, he explained about the racism issues that were presented in books or stories. Moreover, he argued that Dahl was not fully conscious of the racist implications of his portrait of the Oompa-Loompas.

“…all the work at Willy Wonka’s factory is carried out by ‘Oompa-Loompas’ whose ‘skin is almost black’, who were ‘imported direct from Africa’ by ‘being smuggled over in large packing cases with holes in them’ (Dundes,1977).
The third research entitled “Combating the Influence of Black Stereotypes in Children’s Books” was undertaken by Katherine B. Baxter in 1974. She discussed the implication of racism which existed children books, and putting Dahl’s *Charlie and the Chocolate Factory* as one of the examples. She made the Oompa-Loompas as the object of her study. She said “By describing them as dark-skinned and labeling them African, the author seems to have gone out of his way to preserve the myth of Black inferiority and dependence on the Great White Father. In so doing he has helped to perpetuate prevalent stereotypes about Blacks in general and African in particular (Baxter, 1974).”

It is clear that the second and third study focused on the racism issue. According to Dundes’ and Baxter’s research, Dahl described the Oompa-Loompas as dark-skinned workers who are shipped directly from Africa in large boxes with holes. Both of them agreed that somehow, Dahl supported the stereotype of Blacks’ inferiority to the White people, especially by describing them as dark-skinned and shipped in boxes.

This research is different from the three researches that have been reviewed in the previous paragraphs. Unlike Sudewo and Munandar’s study which analyzes Willy Wonka and the five children, this research centers on only Willy Wonka as the object of analysis. The researcher focuses on Willy Wonka’s characteristics and behaviors which reflects his narcissistic personality. Moreover, the researcher is also going to explain the causes of Wonka’s narcissistic personality.
B. Review of Related Theories

1. Theory of Character and Characterization

The word “character” can be defined as an extended verbal representation of human being, the inner self that determines thought, speech, and behavior. Through dialogue, action, and commentary, authors capture some of the interactions of character and circumstance (Roberts and Jacobs, 1987: 119). Another definition is taken from M.H. Abrams’ Glossary of Literary Term. Abrams (1999: 32) argues that characters are the persons represented in a dramatic or narrative work and they are given moral, intellectual, and emotional qualities by the author. Meanwhile, characterization is the act of defining a character’s qualities. Roberts and Jacobs then divides the characters in a story into two, they are round and flat character.

a. Round character

According to Roberts and Jacobs, round characters are usually the major figures in a story. Also, these kind of characters are those who experience more conflicts and more developed by the author. Meaning to say, round characters grow throughout the storyline. Some also address round characters as protagonist. In other words, round characters are like real people for real people constantly go through development, grow, and changes (1987: 120-121).

b. Flat character

Unlike round characters that are mostly the major figures, this type of characters are undistinguishable from their group or class; therefore they are
not individual, but representative. Flat characters are usually the minor figures in a story and most of the time they do not experience development as the round characters. It is easier to say that flat characters are the complementary characters. They exist in a story because they are needed in the development of the story, but they do not grow or change such as the round characters (1987: 121).

c. Stock character

Roberts and Jacobs write that stock character stay flat as long as they perform only their functions, exhibit conventional and unindividual characteristics, and then disappear from the story and from your memory. Just like their name, stock characters are simply the stock that appear only once or twice and then disappear (1987: 122).

Types of characters that appear in a story have been discussed, and then it is important to know the methods about how to identify characters in a story. Roberts and Jacobs described the methods as follows:

a. What the characters themselves say and think

The character can be identified by looking at the speeches of the character himself. It is important to consider the situation or total context of a statement, also it is needed to have balance when analyzing a certain character. That means, when the character is sad and say that life is worthless, the researcher must balance that speech with what the same character say when he/she is happy (1987: 123).
b. What the characters do

Roberts and Jacobs mention that actions speak louder than words. Therefore, any actions the characters commit may reflect their personality (1987: 123).

c. What other characters say about them

It is important for the researcher to always consider the context and source of all remarks before using them to identify a certain character because what other characters say might not always be true. For example, the protagonist’s enemy says that the protagonist is a dishonest and cunning person, yet those words come out from the antagonist. Therefore, again, it is important to understand the context before deciding what kind of person a certain character is (1987: 123).

d. What the author says about them, speaking as storyteller or observer

What the author says about the characters are often considered to be true. However, not all of them tell the truth. Author will usually focus on their skill in writing. In the end, the characterization of a character depends on the readers (1987: 123-124).

2. Theory of Psychoanalysis

Since this research is conducted to find how Willy Wonka’s narcissistic personality develops, it is necessary to learn the relation between literature and psychology. Both are different sciences and both study about different matters. Literature, according to Encyclopedia Britannica, can be defined as the body of written works. Literature does not only stop on one person, but it may highlight on
other things as well, such as the whole society in which somebody lives in, political situation, and culture. In short, a single literary work might contain various aspects of human life. Meanwhile, according to Jack Roy Strange, psychology is a discipline which studies the behavior of organisms. Psychology emphasizes on the overall adaptive behavior of human individuals. Strange adds “…in its narrowest definition psychology is the science of behavior adhering to the methods and instruments common to all natural sciences (Strange, 1965: 2)”.

Nevertheless, literature can be analyzed from many perspectives. If a research is conducted in order to discuss about the mental condition that a character has, then the researcher should use psychoanalytic approach to analyze the character. Psychoanalytic approach is applied in literary analysis to do a more thorough exploration on a character’s thoughts and past, and whether or not that past memories affects a character’s qualities.

Farzaneh Dastmard, Tooran Razmjoo, and Vali Salehi in The Relationship between Psychology and Literature declared that the relation between psychology and literature is a bilateral relation. Human’s soul makes the literature and literature nourishes the human’s soul. Literature and psychology both, pay attention to fancy, thinks, feelings, sensations and soul psychical issues (2012: 9420). In addition to that, Wellek and Warren (1956: 81) also described about the relation between both fields in Theory of Literature 3rd Edition. Wellek and Warren’s description is quoted as follows.

By ‘psychology of literature’, we may mean the psychological study of the writer, as type and as individual, or the study of the creative process, or the study of the psychological types and laws present within works of
literature, or, finally, the effects of literature upon its readers (audience psychology).

Their description implies that the readers do not only see the literary work as a printed work of the author, but also as a reflection of the creative process which the author went through when creating the literary work. The literary works itself is the result of the author’s mind. Therefore, the author may present a character in the literary work who shares the same qualities as the author because, again, the character is a result of the author’s state of mind.

After discussing the relation between literature and psychology, it is necessary to discuss Freudian Psychoanalysis and Narcissistic Personality Disorder as well, because this research aims to understand Willy Wonka’s characteristics that lead to his narcissism. The discussion about Freudian Psychoanalysis and narcissistic personality disorder are presented in the following sections.

a. Freudian Psychoanalysis

Psychoanalysis is originally proposed by Sigmund Freud (1856-1939). Psychoanalysis believes that human behavior is the result of their early experience. Peter Barry also describes psychoanalysis in his book. According to Barry (2002: 96), psychoanalysis is a form of therapy which aims to cure mental disorders by investigating the interaction of conscious and unconscious elements in the mind is the definition of psychoanalysis.

Anthony Storr in *Freud: A Very Short Introduction* declares the division of mind. According to Storr, who quotes from Freud, there are three of them. The three mental divisions are the id, the ego, and the superego. The id is the agent
which tries to only look for pleasure. He adds, “It is filled with energy reaching from the instincts, but it has no organizations, produces no collective will, but only a striving to bring about the satisfaction of instinctive needs subject to the observance of the pleasure principle (2001: 61).”

Meanwhile, the second division, which is ego, can be defined as the agent who brings common sense and reasons to the mind. It functions to limit the id. Below is a quotation of Storr’s description on ego.

The ego is that part of the mind representing consciousness. It employs secondary process: that is, reason, common sense, and the power to delay immediate responses to external stimuli or to internal instinctive promptings. It is originally derived from the id. Freud pictured the ego as a ‘special organization’, which is closely connected with the organs of perception, since it first develops as a result of stimuli from the external world impinging upon the senses (Storr, 2001: 61-62).

The third mental division is known as the superego. This division is actually the result of prolonged parental influence. Superego is the agent which aims to assist the ego. The following is a quotation of Storr’s explanation about superego.

As the child gradually acquires cultural and ethical ideas, his libidinal impulses undergo repression. Because of this split within the psyche, the child comes to realize that he can no longer idealize himself; that there is an ego-ideal to which his own ego does not always conform. Freud postulated an agency within the mind that devoted itself to self-observation: which watched the ego, and decided whether or not the ego was conforming to, or fell short of, the ego-ideal. This agency was what Freud later named the super-ego (Storr, 2001: 63).

In order to find out the causes of narcissistic personality disorder that is suffered by Willy Wonka, the researcher is going to look at Wonka’s unconscious. In psychoanalysis, unconscious can be defined as the storehouse of those painful experiences and emotions, those wounds, fears, guilty desires, and unresolved conflicts we do not want to know about because we feel we will be overwhelmed
by them (Tyson; 2006: 12). Tyson adds that until we find a way to know and acknowledge to ourselves the true causes of our repressed wounds, fears, guilty desires, and unresolved conflicts, we hang onto them in disguised, distorted, and self-defeating ways (2006: 13).

Another important point when analyzing Wonka’s unconscious is finding the core issue(s) that he has. In other words, the researcher attempts to find the significant cause that makes Wonka become a person who suffers from narcissistic personality disorder. Core issue can be the reason why somebody is acting in a certain way when faced by a situation that reminds him/her with the most unpleasant experience in the past. Tyson argues that core issues define our being in fundamental ways. It stays with us throughout life and, unless effectively addressed, they determine our behavior in destructive ways of which we are usually unaware (2006: 17). From Tyson’s description about core issue, the researcher concludes that core issue is an event or experience which has a tremendous impact on someone’s unconscious that it becomes the main reason why someone behaves in a certain manner.

The following is a quotation of Peter Barry’s description about how Freudian Psychoanalysis can be applied to analyze Willy Wonka’s narcissistic personality disorder:

1. They give central importance, in literary interpretation, to the distinction between conscious and the unconscious mind. They associate the literary work’s overt content with the former, and the covert content with the latter, privileging the latter as being what the work is ‘really’ about, and aiming to disentangle the two.
2. Hence, they pay close attention to unconscious motives and feelings, whether these be (a) those of the author, or (b) those of the characters depicted in the work.
3. They demonstrate the presence in the literary work of classic psychoanalytic symptoms, conditions, or phrases, such as the oral, anal, and phallic stages of emotional and sexual development in infants.

4. They make large-scale applications of psychoanalytic concepts to literary history in general, for example, Harold Bloom’s book The Anxiety of Influence (1973) sees the struggle of identity by each generation of poets, under the ‘threat’ of the greatness of its predecessors, as an enactment of the Oedipus complex.

5. They identify a ‘psychic’ context for the literary work, at the expense of social or historical context, privileging the individual ‘psycho-drama’ above the ‘social drama’ of class conflict. The conflict between generations or siblings, or between competing desires within the same individual looms much larger than conflict between social classes, for instance (Barry, 2002:105).

b. Narcissistic Personality Disorder

The history of narcissistic personality disorder derives from the story of Narcissus, a Greek who fell in love with his own reflection in a pool. He could not leave his reflection and in the end died for admiring himself in the reflection.

Terence Wilson et al in Abnormal Psychology: Integrating Perspectives explain that a narcissistic person is characterized by grandiose fantasies or behavior, constant need for admiration, and lack of empathy. This grandiosity is often seen in arrogant, boastful behavior, such as making unwarranted claims of achievement or intimacy with famous people (Wilson et al, 1996: 386).

Another book entitled Abnormal Psychology by Susan Nolen-Hoeksema explains further about narcissistic personality disorder. She explains that people with narcissistic personality disorder rely on their inflated self-evaluations and see dependency on others as weak and threatening. As the name implies, grandiosity is a distinguishing feature, as they are preoccupied with thoughts of their self-importance and with fantasies of power and success, and they view themselves as superior to most other people. In interpersonal relationships, they make entitled
demands on others to follow their wishes, ignore or devalue the needs and wants of others, exploit others to gain power, and are arrogant and condescending (Nolen-Hoeksema, 2014: 268).

Moreover, Raymond J. Corsini describes five criteria for a narcissistic personality disorder. The criteria are described as follows:

1. Inflated self-image (e.g., displays pretentious self-assurance and exaggerates achievements; is seen by others as egoistic, haughty, and arrogant).
2. Interpersonal exploitativeness (e.g., taken others for granted and uses them to enhance self and indulge desires; expects special favors without assuming reciprocal responsibilities).
3. Cognitive expansiveness (e.g., exhibits immature fantasies and an undisciplined imagination; is minimally constrained by objective reality, takes liberties with facts, and often lies to redeem self-illusions).
4. Insouciant temperament (e.g., manifests a general air of nonchalance and imperturbability; appears coolly unimpressionable or buoyantly optimistic, except when narcissistic confidence is shaken).
5. Deficient social conscience (e.g., flouts conventional rules of shared social living, viewing them as naïve or inapplicable to self; reveals a careless disregard for personal integrity and an indifference to the rights of others) (1994: 449).

C. Theoretical Framework

Before going on to how Willy Wonka’s narcissistic personality develops, it is important to learn about Willy Wonka’s characteristics first. Therefore, theory of characters and characterization are needed to answer the first problem in this proposal, which is about how Wonka is depicted in Dahl’s Charlie and the Chocolate Factory. This theory is applied to explore and reveal Willy Wonka’s characteristics. By looking at Wonka’s thoughts, dialogues, and what other character thinks about him, Willy Wonka’s characteristics are revealed. Anything that Wonka does or says represents how he truly is in person. For instance, Wonka’s lines that he express to another character might reflect his personality.
Then, admiration or acknowledgment by another character about Willy Wonka could also be included in the effort to define Wonka’s characteristics.

The other theories about psychoanalysis and narcissistic personality disorder are applied to answer the second problem. After they are applied, then the causes of Willy Wonka’s narcissistic personality is finally revealed. Both theories are related, because they are actually from the same root, which is psychology. Psychoanalytic approach helps the researcher to look at Willy Wonka more deeply, especially at his thoughts and behavior. This approach deals with the inner side of someone, so that by employing this theory to the analysis, the causes and stages of Willy Wonka’s narcissistic personality is revealed.

Meanwhile, the theory of narcissistic personality disorder functions as a bridge that connects Wonka’s personality with the narcissistic personality disorder itself. Meaning to say, this theory supports the notion of Willy Wonka as a person who has narcissistic personality disorder. The researcher has classified some behaviors that are included in the scope of narcissistic personality, and from there, the notion of Willy Wonka as a narcissistic person is proven.
CHAPTER III

METHODOLOGY

A. Object of the Study

To conduct this research, the researcher chooses a novel entitled *Charlie and the Chocolate Factory*. This novel is written by Roald Dahl, and firstly published in 1964. *Charlie and the Chocolate Factory* has also been adapted into two movies. The first movie came out in 1971 and directed by Mel Stuart, and took the title *Willy Wonka and the Chocolate Factory*. Gene Wilder was casted as Willy Wonka in this movie. The second movie came out in 2005 and directed by Tim Burton. Here, Johnny Depp becomes the man to play Willy Wonka. Unlike Mel Stuart’s version, this second movie takes the same title with the book. The book which is used in this research consists of 119 pages and downloaded from [http://en.bookfi.org/book/1484561](http://en.bookfi.org/book/1484561), accessed on August 29, 2015.

Dahl’s *Charlie and the Chocolate Factory* is a British classic book about the adventure of Charlie and four other children in Wonka’s Chocolate Factory. Willy Wonka, a world-known chocolatier, invites five lucky children from around the world by giving away five golden tickets which he hides inside his chocolate bars. These children would have the chance to look inside his factory for the whole day. Wonka also promises that whoever gets the golden ticket, will be coming home with endless supply of sweets for the rest of his/her lives. This news immediately becomes a headline everywhere as there are so many people in the world who are extremely curious of Wonka’s factory.
Mr. Wonka himself becomes the tour guide of the day, yet he actually intends to find his successor; someone who will take care of his factory soon after he dies. During the tour, all of Mr Wonka’s guests are presented to many fabulous rooms inside his factory and they experience a once-in-a-lifetime opportunity. Unfortunately, one by one of the children is eliminated because of their greed of a certain thing, one because of wanting to eat all stuff, one because of wanting to own everything, and one because of not being aware of warning. By the end of the tour, the loving and obedient Charlie is the only one left and of course Mr Wonka offers his factory to Charlie. Surely he says yes and the factory will belong to Charlie as he reaches the right age.

B. Approach of the Study

The researcher decides to apply psychoanalytic approach to answer the two questions that have been presented in the first chapter. Psychoanalytic approach is used to understand the “uncommon” behavior that Willy Wonka showed inside the novel. This approach deals with the inner mind of a certain character, in this case, Willy Wonka. Besides, psychoanalytic approach concerns with the way someone’s personality develops by observing his or her unconscious area. That statement is supported by Peter Barry’s explanation about Psychoanalytic approach in his book entitled Beginning Theory: An Introduction to Literary and Cultural Theory.

Psychoanalytic criticism is a form of literary criticism which uses some of the techniques of psychoanalysis in the interpretation of literature. Psychoanalysis itself is a form of therapy which aims to cure mental
disorders ‘by investigating the interaction of conscious and unconscious elements in the mind’ (2002: 96).

By using psychoanalytic approach, any problem with Wonka’s past, or his unconscious mind will be revealed. In addition to that, this approach is also useful, especially in the attempt of finding out the possible causes of Wonka’s narcissistic personality disorder because it focuses on the unconscious part of the character. Therefore the researcher decides to apply theory of psychoanalysis for this research to answer the problems about Willy Wonka.

C. Method of the Study

The researcher of this proposal applied library research, so most of the data or materials were taken from the library and the other data were gathered from online sources. The sources which were used to support this research were primary and secondary source. The primary source of this proposal was Roald Dahl’s *Charlie and the Chocolate Factory* in a form of e-book, which was downloaded from [http://en.bookfi.org/book/1484561](http://en.bookfi.org/book/1484561). The secondary source includes books, researches, as well as journals. The theories about literary works were gained from Edgar V. Roberts and Henry E. Jacobs’s *Fiction: An Introduction to Reading and Writing*, Encyclopedia Britannica, M.H. Abrams’ *Glossary of Literary Term*, Susan Nolen-Holeksema’s *Abnormal Psychology*, Terence Wilson et al’s *Abnormal Psychology: Integrating Perspectives*, and Peter Barry’s *Beginning Theory*.

In order to conduct this research, there were four steps done by the author. The first step was reading Roald Dahl’s *Charlie and the Chocolate Factory*
carefully, so that the author could comprehend the story. After the book was read and understood, the writer tried to find some evidence that supported the idea of Willy Wonka that suffered from narcissistic personality.

The second step was looking for related information, such as papers, reasearches, and journals which had similar topic to this research. The information were gathered from the references in the library in form of books, and also from the internet in form of e-books and journals.

Third, the author analyzed the two problems by employing the theories that had been gathered. The first problem formulation was answered by employing theory of character and characterization, then the second one was answered by employing theory of psychoanalysis and theory of narcissistic personality disorder.

Finally, the fourth step of this research was drawing a conclusion. After the analysis was done, then the author drew a conclusion containing the summary of the analysis of the two problems.
CHAPTER IV
ANALYSIS

The fourth chapter of this study presents analysis about Willy Wonka’s narcissistic personality. Based on the problems formulated in the previous chapter, the analysis is divided into two sections. The first section discusses how Willy Wonka is depicted in the novel. This section explains the characteristics of Willy Wonka. The researcher employs theory of character and characterization to determine Willy Wonka’s characteristics. Then, the second section describes the causes of Willy Wonka’s narcissistic personality. The analysis on the second problem is undertaken by employing theory of narcissistic personality disorder and theory of psychoanalysis.

A. Willy Wonka’s Characteristics

Abrams (1999: 32) defines characters as the people who are presented in a dramatic or narrative work. The author gives them some qualities so that they can become the representatives of people in real life. The characters that appear in dramatic and narrative works are given moral, intellectual, and emotional qualities. In addition to that, Roberts and Jacobs (1987) divide characters that are found in literary works into three. The first one is round character, which usually becomes the major figures in a story. Round character goes through a more complex development rather than any others. The second one is flat character, which are usually the minor figures and do not experience development as much
as round characters. This type of character does not change from the beginning until the end of the story. The last one is stock character, which are mostly the additional figures in a story because they only appear once or twice.

Since this section discusses the characteristics of Willy Wonka, so theory of characterization is applied. Abrams (1999) declares characterization as the act of defining a character’s qualities (moral, intellectual, and emotional). Roberts and Jacobs have clarified four methods in order to define a character’s qualities or a character’s characteristics. The first method is by paying attention to what the characters themselves say and think. The second is by what the characters do. The third is by what other characters say about them. Then the last one is by what the author says about them; speaking as a storyteller or observer. In the following paragraphs, the researcher explains Willy Wonka’s characteristics using the four methods proposed by Roberts and Jacobs.

Willy Wonka is categorized as round character in Roald Dahl’s *Charlie and the Chocolate Factory*. There are two things for determining Wonka as round character. The first is related to the character’s importance in the story, whether he is a major or minor character. Roberts and Jacobs (1987) stated that flat characters are usually the minor figures in a story. Unlike flat characters that are only the minor figures in a story, Willy Wonka plays a vital role in this book. He is a major character in this story. He is not presented as complementary element in this book, yet this book tells about him. Basically the story centers on Willy Wonka. The second is because he goes through conflicts and development throughout the story. In the storyline, Wonka does not only face problems, but also conflicts with
other minor characters. In addition to that, Wonka undergoes changes in his characteristics as well. In the beginning of the story, Wonka had thousands of people who work in his factory but ever since he found spies inside his factory, he directly fired all of his employees and told them not to go back. Then, he closed his gate to anybody and never came out. The only thing that came out of his factory was Wonka’s chocolates. Nobody knew who work for him because his gates remained closed. Before the incident with the spies, he was open to the public since he wanted to employ people to work for him, but then he isolated himself and never came out. This change in Wonka’s behavior, the change from open to close, shows that he is a round character.

1. **Innovative**

Surviving in sweets industry is not a piece of cake because there are lots of competitors that might take Wonka down and Wonka is really aware of that fact. He has to create magnificent things; things that have never been made before. He has to come up with something new in order to last in that business. The demand to become successful and lasting in the industry has led Willy Wonka to become an incredibly innovative man. Wonka constantly thinks out of the box in order to create remarkable products that everyone would love. He does not only produce some ordinary chocolate and sweets, yet he invents some other unique products as well. The next citation shows some of Willy Wonka’s creations.

“Mr. Willy Wonka can make marshmallows that taste of violets, and rich caramels that change color every ten seconds as you suck them, and little feathery sweets that melt away deliciously the moment you put them between your lips. He can make chewing-gum that never loses its taste, and sugar balloons that you can blow up to enormous sizes before you pop
them with a pin and gobble them up. And by a most secret method, he can make lovely blue birds’ egg with black spots on them, and when you put one of these in your mouth, it gradually gets smaller and smaller until suddenly there is nothing left except a tiny little pink sugary baby bird sitting on the tip of your tongue (p.9)”

Some of Wonka’s other inventions include the ice cream that would not melt even during the hottest day, the gum that could be blown as big as it can get, the everlasting Gobstoppers and the Hair Toffee. In real world, his products seem to be impossible to make, yet he did it anyway. Those delicacies are not even available in the market until he launches them. The previous sentence is a clue that Wonka is the pioneer who is able to bring enhancement to the sweets business.

He needs his products to be the best and offbeat at the same time. With his findings, he brings breakthrough to the sweets industry and makes his business becomes stronger than any other sweets factories. Willy Wonka does not follow trends that has already existed, yet he sets them. Wonka understands that only making the best quality chocolate is not enough if he wants to be the best, which is why he keeps on producing extraordinary products. By being an innovative man who is able to invent great products, he knows that people all around the world would be his loyal customers. Below is another citation of Charlie Bucket’s grandfather’s dialogue when telling his family members about how great Willy Wonka is.

“‘Clever!’ cried the old man. ‘He’s more than that! He’s a magician with chocolate! He can make anything – anything he wants! Isn’t that a fact, my dears?’ (p.8)”
Charlie Bucket’s grandfather’s dialogue functions as an emphasis as well as a clue that Willy Wonka is a truly innovative man in the sweets business. Charlie Bucket’s grandfather seems to adore Wonka very much, and he admits that Willy Wonka is beyond great because Wonka can make the impossible become possible. Again, it is the demand and the necessity to become the leading sweets factory that makes Wonka an innovative man.

Wonka’s innovative side can be seen by looking at Grandpa Joe’s dialogue (Charlie Bucket’s grandfather). In relation to Roberts and Jacobs’s theory, this is called as what the other characters say about Wonka. Through what Grandpa Joe says about Wonka, the researcher can conclude that Willy Wonka is an innovative man in the sweets industry. Wonka always tries to cross the limit when it comes to making products, so that he always comes up with something extraordinary.

2. Flamboyant

Willy Wonka always wants people to acknowledge his presence. One example which shows that he loves to seek for admiration or attention can be seen through the outfit that he wears at the D-day of the chocolate factory tour. He wants people to only pay attention to him. The following citation explains the outfit that Wonka wore as well as his physical appearance.

“...He had a black top hat on his head. He wore a tail coat made of a beautiful plum-coloured velvet. His trousers were bottle green. His gloves were pearly grey. And in one hand he carried a fine gold-topped walking cane. Covering his chin, there was a small, neat, pointed black beard – a goatee. And his eyes – his eyes were most marvellously bright. They seemed to be sparkling and twinkling at you all the time. The whole face, in fact, was alight with fun and laughter (p.42)”
The citation above implies that Willy Wonka owns the quality of being a truly bold and gaudy figure in Dahl’s *Charlie and the Chocolate Factory*. It is not complicated if someone wants to be the center of attention among a group of people, and it has been practiced by Wonka. Wonka wants to make people know and recognize his presence; he needs all attention to be drawn into him, that is why he puts on such over-the-top outfit. Commonly, adults would not have such attire, especially on a daily basis, yet Wonka prefers not to follow the mainstream. People can see Wonka as a flamboyant person only by looking at what he puts on his body.

Another proof which makes him loves to gain attention is by his way of speaking. According to the book, Wonka speaks in rather high tone. It is clearly stated by the author himself by saying “…His voice was high and fluety.” When hearing something strange, people would naturally turn their heads and look for the source of that noise. In Wonka’s case, it is his high and fluety voice which makes people would turn their heads to him, because most people would not use such manners when they speak.

He understands that by putting on such outrageous outfit and speaking in a certain way, his guests would put their eyes on him. He definitely attempts to make his presence recognizable, especially after no one saw him for years. Because of that reason, he wants to create a lasting first impression. In addition to that, Wonka wants his guests to acknowledge that the man they met at that day was the one and only Willy Wonka. He tries to emphasize on the point about being ‘the one and only Willy Wonka,’ and for that, he needs an effort to be
recognizable. The citation above can also show his effort on being ‘the one and only’ which is by displaying an array of outrageousness.

According to Roberts and Jacobs (1987), Wonka’s tendency to seek for attention can be found by the author’s description about him. In this context, the author becomes the storyteller since he gives a complete description on Willy Wonka’s physical appearance as well as his outfit. He also mentions about Wonka’s voice by saying that his voice was high and fluety. From the description, the author of this story tries to imply that Willy Wonka is a person who wants to be noticed and recognized by other people.

3. Stubborn

During the tour in Wonka’s factory, he is surrounded by five children who are highly curious, and most children usually have that same characteristic. A child would explore things around him/ her, and when it is necessary, they would directly deliver a question. Sometimes they are going to ask questions continuously until they get the answers they need. These children who come to Wonka’s factory are eager to know more and more about the properties which Wonka has inside his enormous factory. These children are very curious about almost anything inside Wonka’s factory because they have never seen anything like it before in their lives. Therefore, they start asking questions about the names of certain instruments and their functions, and they also ask about the reason why Willy Wonka needs certain instruments and so on.

Somehow, their questions seem to annoy Wonka. He is bothered by what they ask. Willy Wonka cannot stand their curiosity and eagerness to know about
the instruments inside his factory. In fact, he becomes grumpy and easy to deliver irritating comments towards those children, especially to Veruca Salt and Mike Teavee because both of them ask the most questions among others. He simply does not care about how the kids or the parents might react when they hear his irritating words. One time, he makes a comment about Charlie’s physical appearance by saying “You look like a skeleton! What’s the matter? Hasn’t there been anything to eat in your house lately? (p.64)” Wonka says that out loud in front of Charlie and his grandfather without any guilt. He does not know that Charlie comes from a really poor family, but still, it is not justifiable for him to make such comment. Moreover, everytime the kids start to question about things or give comments, Willy Wonka would say “There’s no time to answer silly questions (p.67).” or “Don’t argue my dear child, please don’t argue! It’s such a waste of precious time (p.70).”

Wonka considers those children’s questions as criticisms and threats; that is why he often feels irritated by what they ask. It indicates that he does not want other people to go against what he thinks and what he does. Moreover, Wonka does not want to look as if he were weak by not being able to give satisfying answers to those questions. Therefore he becomes defensive each time a question is delivered. He tries to emphasize his status as the best chocolatier in the world by not wanting to take criticisms. He already feels comfortable with his accomplishments and thinks that they are better than anyone else’s. Because of that reason, he cannot tolerate anybody who would dare to replace him, or at least doubt about his position as the best man in the sweets industry. Commonly,
asking questions is a normal thing to do because the guests probably need more information, but Wonka does not agree with that thought. For Wonka, the children’s questions are indications that the guests are having doubt of him as the best chocolatier, so he becomes very defensive and stubborn.

According to Roberts and Jacobs (1987), Wonka’s stubbornness can be found through his dialogues; through what Wonka says. He becomes annoyed each time a question is being asked. In order to confront those questions, Wonka immediately cuts the questions by saying “Don’t argue my dear child, please don’t argue! It’s such a waste of precious time.”

4. Arrogant

Willy Wonka is also an arrogant man. It is true that he is able to invent great things, but then he brags about it by showing it off to his guests. He brags to the guests again and again. The following citation represents his arrogance. “It’s a stick of gum! It’s a stick of the most amazing and fabulous and sensational gum in the world! (p.72),” and “This gum is my latest, my greatest, my most fascinating invention (p.73).”

Wonka surely gives emphasis on his sentences by saying “the most” or “greatest”. He needs his visitors to know that he is the one and only Willy Wonka; the best man who creates the best sweets in the world. Nobody could ever replace his spot as the most revolutionary man in making sweets and chocolate. The quotation in the previous sentence proves that Wonka has an obsession over his achievements. He already knows that his products are great, but only knowing about that fact is not enough for Wonka. He feels the necessity to announce his
achievements to others. Therefore, he does so; he tells everyone who comes to his factory about the fact that his products are the greatest and the best of the best.

Wonka’s arrogance can be found by looking at his dialogues. Analyzing Wonka’s dialogue to determine his arrogance matches Roberts and Jacobs’s statement about finding characteristics by analyzing what the characters say and think (1987). In Wonka’s lines, he continuously brags about what he creates inside his factory. He is a man known for bringing breakthrough to the sweets industry, and that is a fact which he truly knows about. Because of that fact, he gains more self-esteem and genuinely certain that he is the best person in the industry. Therefore, he is not afraid to brag his products to his guests.

5. Authoritarian

By the end of the story, Charlie is the only one left and Willy Wonka immediately realizes that he has found a successor for his factory. Then he told the lucky boy that he has won Wonka’s chocolate factory. Wonka wants Charlie to take over his business as soon as he dies. He refuses to choose an adult to run his business because he knows that he would not have enough power to control an adult. With a child, it would be very different. It would be so much easier for Wonka to control a child than an adult. Instead of choosing a professional adult businessman or entrepreneur, he chooses Charlie, a loving and obedient boy from a poor family to take over his factory as soon as he retires.

Making a child to be his successor indicates that Wonka is an authoritarian. By choosing Charlie, in this matter, a child, Wonka can watch every single step that Charlie takes. Moreover, he knows the fact that Charlie is a very
obedient boy who does not ask so many questions like Veruca or Mike, so that he wants to take advantage of that. Wonka believes that Charlie will do exactly what he is told to do, he would follow any instruction that is given to him, so he chooses Charlie among the other children. Though Wonka is finally able to find a successor who is going to continue his business, he wants to maintain his position in the business as the one in charge and also his superiority. The key to the previous sentence is the word ‘superiority’. Wonka wants to make sure that he is still at the very top of any other people. Meaning to say, he has a plan to control Charlie. The following citation might support the notion that Wonka is a dominative person.

“I’m an old man. I’m much older than you think. I can’t go on for ever. I’ve got no children on my own, no family at all. So who is going to run the factory when I get too old to do it myself? Someone’s got to keep it going – if only for the sake of the Oompa-Loompas. Mind you, there are thousands of clever men who would give anything for the chance to come in and take over from me, but I don’t want that sort of person. I don’t want a grown-up person at all. A grown-up won’t listen to me; he won’t learn. He will try to do things his own way and not mine. So I have to have a child. I want a good sensible loving child, one to whom I can tell all my most precious sweet-making secrets – while I am still alive (p.115-116.)”

It is clear that Wonka is very authoritarian. He would do whatever it takes to keep his position at the very top, including hiring a child to run his business. He makes a very strong impression by saying that a grown-up will not listen to him.

According to Roberts and Jacobs’s statement on how to define a character’s characteristics (1987), Wonka’s authoritarian side can be found by what he says and thinks. He makes his purpose very clear by saying to Charlie that he does not want any adult to be Wonka’s successor – that is to micromanage
what Charlie does. He does not want an adult to run Wonka’s factory because adults would rather use their own methods, and he wants his successor to use Wonka’s methods. He has a trust issue when it comes to operating his factory for the future. Wonka is aware that a child will not have enough authority to go against an adult, so he picks Charlie, who is a child, to become his successor. By making Charlie as his successor, Wonka would be able to control him and micromanage Charlie on every single thing. In the end, what Charlie would do in the future does not come from his own will, but from Wonka’s will.

From the analysis on Willy Wonka’s characteristics, the researcher has found five characteristics. The researcher is able to find Wonka’s characteristics by employing theory of characterization proposed by Roberts. The researcher analyzes Wonka’s dialogues, what he does other character’s opinion on Wonka, and also the author’s descriptions about Wonka. Below is a list of the five characteristics of Willy Wonka.

1. Innovative,
2. Flamboyant,
3. Stubborn,
4. Arrogant,
5. Authoritarian.

The last four characteristics mentioned in above indicate that Willy Wonka, as a matter of fact, suffers from a personality disorder which is known as the narcissistic personality disorder. This hypothesis is supported by the theoretical review on narcissistic personality disorder declared by Wilson (1996),
Nolen-Hoeksema (2014), and Corsini (1994). The three sources classify several characteristics in order to define whether or not someone suffers from narcissistic personality disorder. According to the theory of narcissistic personality disorder, Willy Wonka’s characteristics (arrogant, flamboyant, authoritarian, and stubborn) match the characteristics that indicate narcissism.

James Strachey in his journal, *On Narcissism: An Introduction*, quotes the definition of narcissism by Paul Näcke. According to Paul Näcke, narcissism can be defined as the attitude of a person who treats his own body in the same way in which the body of a sexual object is ordinarily treated – who looks at it, that is to say, strokes it and fondless it till he obtains complete satisfaction through these activities (Strachey, 1925: 4). A narcissistic person is usually obsessed over his/her own achievements, believes that he/she is too unique for anyone to understand them, and they have the tendency to exploit others. In addition to that, Corsini states five criteria to determine narcissism on someone. The five criteria are listed below:

1. Inflated self-image, indicated by exaggerating achievements.
2. Interpersonal exploitativeness, indicated by taking others for granted and using them to gain personal advantages.
3. Cognitive expansiveness, indicated by exhibiting immature fantasies.
4. Insouciant temperament, indicated by showing imperturbability except when narcissistic confidence is shaken.
All those criteria about narcissistic personality disorder are found within Willy Wonka. Firstly, Wonka brags about his inventions by naming them as the most fabulous, the best, and so on. He does not only do that on one occasion, but also on another occasion during the factory tour. Secondly, although Corsini said that a person with narcissistic personality disorder usually shows imperturbability, it would not occur whenever the person’s confidence is shaken. In Willy Wonka’s case, he becomes very aggressive and extremely adamant as soon as two of the children (Veruca Salt and Mike Teavee) constantly deliver questions to him. He considers Mike and Veruca’s curiosity as threat because he thinks that both of them have second thoughts about his achievements and inventions. It is their continuous questions that have shaken Wonka’s confidence, that is why he defends himself by being extremely rude and grumpy whenever Mike or Veruca start to deliver questions. He needs to find a way to defend his confidence so that it will not fall apart. The way he defends it is by being rude, adamant, and grumpy. Basically, he wants to tell both children that everything must be done in his way and there can be no doubts about his creations for it is a rude thing to do.

Lastly, Wonka’s tendency to exploit others supports the notion of him suffering from narcissistic personality disorder. It can be seen when he talks to Charlie about the difference between a child and an adult.

“I’m an old man. I’m much older than you think. I can’t go on for ever. I’ve got no children on my own, no family at all. So who is going to run the factory when I get too old to do it myself? Someone’s got to keep it going – if only for the sake of the Oompa-Loompas. Mind you, there are thousands of clever men who would give anything for the chance to come in and take over from me, but I don’t want that sort of person. I don’t want a grown-up person at all. A grown-up won’t listen to me; he won’t learn.
He will try to do things his own way and not mine. So I have to have a child. I want a good sensible loving child, one to whom I can tell all my most precious sweet-making secrets – while I am still alive (p.115-116.)”

Wonka intends to try to make Charlie as his little robot by micromanaging him, so that Wonka can give any instructions which he believes Charlie would voluntarily do. He tries to make Charlie to have empathy towards him by saying that he is an old man who does not have any offspring or relatives. Moreover, he makes Charlie believe that he is an old man who must be respected. He wants Charlie to feel pity on him, so that later he can tell Charlie anything he wants. By micromanaging Charlie, Wonka is able to gain the advantages he needs although Charlie would have to make the effort to satisfy Wonka.

B. The Causes of Willy Wonka’s Narcissistic Personality

In relation to the causes of Willy Wonka’s narcissistic personality, the researcher finds three causes which are discussed in the following paragraphs.

1. Lack of Social Life

The first cause that implies Wonka as a person who suffers from narcissistic personality disorder is his lack of social life. Meaning to say, Willy Wonka does not have any direct contact with humans or the outside world for a long period of time; he does not do any communication with fellow human beings. Instead of having human employees, he employs the Oompa-Loompas, his tiny workers from the Loompaland.

“I smuggled them over in large packing cases with holes in them, and they all got here safely. They are wonderful workers. They all speak English
now. They love dancing and music. They are always making up songs (p.54).

It is told that Wonka has been isolating himself inside the factory for about ten years. The following is a quote from Grandpa Joe’s dialogue when he explains about Wonka never coming out to public anymore.

“…and even Mr. Willy Wonka himself disappeared completely (p.15).”

“Months and months went by, but still the factory remained closed (p.15).”

“Nobody sees him any more. He never comes out. The only things that come out of that place are chocolates and sweets (p.16).”

During those long time of isolation he develops a thought that he only needs to take care of himself and his business, therefore, he does not feel any necessity to think about anyone else’s problems. He has neither children nor family of his own. Meaning to say, Willy Wonka has been living all alone throughout his whole life. In chapter 30, Willy Wonka told Charlie “I’ve got no children of my own, no family at all (p.115).” The statement implies Wonka has a serious lack of social life. Also, his statement indicates that he has been overcoming every single thing by his own throughout his life. Therefore the researcher can conclude that Wonka is already used to listen and pay attention to his own. He himself becomes the priority in his life since he does not have any other person who lives with him or any other person to look after. Because of that condition, Wonka gradually develops a mindset about his position. He sees himself as the more superior figure than everyone else. He sees himself as the center of everything.
2. Media Frenzy

The second reason for the cause of Wonka’s narcissistic personality is continuously becoming media frenzy. The society somehow has a part in making Wonka become a guy with narcissistic personality disorder. Wonka owns the best chocolate factory in the world, and everybody knows him. He is truly aware of the fact that his products are very successful. They always become the number one, and his customers love them. His customers adore whatever comes out of Wonka’s factory. The society puts him on the spotlight. He and his products also become huge global phenomena. It is the news and people’s acknowledgment of his products that actually increases his pride of himself. Acknowledgment in this context is considered as praise by Willy Wonka. The more acknowledgment he gains, the more self-esteem he has. That supports the idea that narcissistic people rely on the praise of others to build up their self-esteem (Wilson et al, 1996: 386). Wonka is able to grow more and more self-esteem due to the fact that the media constantly puts him as the center of attention and also due to the fact that he is successful and adored by the society. Moreover, he lives by himself, so that it is so easy for him to admire himself because he only deals with his own for the last ten years. One example of people’s acknowledgment can be found through Grandpa Joe’s dialogue to Charlie.

“‘Clever!’ cried the old man. ‘He’s more than that! He’s a magician with chocolate! He can make anything – anything he wants! Isn’t that a fact, my dears?’ (p.8)”
3. The Spy Tragedy

The other reason which causes Willy Wonka become narcissistic person is the spy tragedy. It is a moment when spies who pretended to be Wonka’s employees were sent to steal the secret recipes by his business competitors. The tragedy is a horrible experience for Wonka because it remarks the moment when he lose his trust on people and cut any contact with the world. Below is a quotation taken from Grandpa Joe’s dialogue when he tells the spy tragedy to Charlie.

“Yes. All the other chocolate makers, you see, had begun to grow jealous of the wonderful sweets that Mr. Wonka was making, and they started sending in spies to steal his secret recipes. The spies took jobs in the Wonka factory, pretending that they were ordinary workers, and while they were there, each one of them found out exactly how a certain special thing was made (p.15).”

Before isolating himself Wonka used to have human employees; he hired the town people to work inside his factory. Unfortunately Wonka finds out that there are spies inside his factory. He becomes totally devastated for being afraid that his business would possibly come to an end. The following quotations explain Willy Wonka’s the devastation after his business competitors were able to sell their products using Wonka’s recipes.

“…And Mr. Willy Wonka tore his beard and shouted, “This is terrible! I shall be ruined! There are spies everywhere! I shall have to close the factory!’ (p.15)”

“…He told all the workers that he was sorry, but they would have to go home. Then, he shut the main gates and fastened them with a chain. And suddenly, Wonka’s giant chocolate factory became silent and deserted. The chimneys stopped smoking, the machines stopped whirring, and from then on, not a single chocolate or sweet was made, not a soul went in or
out, and even Mr. Willy Wonka himself disappeared completely (p.15-16).”

The impact of the spy tragedy was so huge that it later became a painful memory that Wonka could not get rid of and kept inside his unconscious. According to Tyson (2006), who quotes Freud, the unconscious mostly keeps humans’ painful memories and emotions that a person might not want to know because that person might be overwhelmed by them. In relation to Wonka’s case, it is clear that the tragedy really shakes Wonka’s mind and influences the changes in his behavior. Because the impact of the spy tragedy is extremely huge, it has enough power to alter the personality of the poor Willy Wonka. He, who was once has the willingness to interact with people becomes much closed and chose to separate himself from the society. After the devastating spy tragedy, Wonka’s unconscious directs him to isolate himself because he cannot repeat the same mistake as when he has human workers in the factory. It is proven by Wonka firing all of his employees and locking himself away from the society for about ten years (1964: 14-15). Therefore it is fair to say that the spy tragedy becomes the turning point of Willy Wonka, where he becomes narcissistic. Willy Wonka was once a man who does not have any disorder becomes a man who suffers from narcissistic personality disorder.

In his explanation on psychoanalysis which can be found in Critical Theory Today 2nd Edition, Tyson quotes a term which is known as core issues that can be defined as our being in fundamental ways. Core issues stay with us throughout life, and, unless effectively addressed, they determine our behavior in destructive ways of which we are usually unaware (2006: 17). The spy tragedy
which Wonka been through is the core issue of why he becomes a narcissistic person because the tragedy actually determines his behavior, such as being arrogant, stubborn, and authoritarian. There is a relation between core issue, arrogance, stubbornness, authoritarian side, and narcissism. The explanation is on the following paragraph.

Wonka becomes stubborn, arrogant, and authoritarian because his unconscious tells him to act in those ways. He was once betrayed by spies, who pretended to be his employees but instead stole his recipes, and he is afraid to be betrayed again; he cannot have the same mistake for the second time. It is proven by him firing all of his employees, separating himself from the society for a very long time (1964: 14-15), and finally hiring small people called the Oompa-Loompas to be his workers (1964: 53). Hiring the Oompa-Loompas was the choice he made since he still needs workers to run the factory. Wonka believes that the Oompa-Loompas would not betray him, for they only need a better place for living and cacao beans. Wonka already provides a shelter for them and gives them cacao beans, so in return they would be his loyal worker (1964: 53-54). Firing his employees, separating himself, and hiring the Oompa-Loompas show that he does not want to be betrayed for the second time. He would rather be alone forever than being betrayed again. From there his unconscious directs him to be stubborn, arrogant, and authoritarian as a defense due to his fear of being betrayed. Wonka is stubborn especially when he feels that someone is having a second thought about him or his products. It can be seen when he talks to Veruca Salt and Mike Teavee. Instead of having second thought, both of the children are
only delivering questions to satisfy their curiosity about Wonka’s factory. He would immediately cut the children’s questions by saying “There’s no time to answer silly questions (p.67).” or “Don’t argue my dear child, please don’t argue! It’s such a waste of precious time (p.70).” Then, Wonka’s arrogance can be seen when he continuously brags about his products by calling them the best, the most fabulous, and so on (1964: 72-73). He tries to show his achievements to his guests by bragging about them. As Corsini says, a person with narcissistic personality disorder often exaggerates his/her achievement (1994: 449), which makes Willy Wonka seem arrogant. After that, Wonka loves to be the dominant figure. Nolen-Hoeksema and Corsini state that a person with narcissistic personality disorder would have no doubt to exploit or take others for granted, and Wonka actually does that. It is proven by Wonka choosing Charlie to become his successor. He takes Charlie for granted. He knows that by making a child as his successor, he would still be able to control everything since the child would not have enough power to go against his will. Finally, the authoritarian side, stubbornness, and arrogance which he constantly implies in the way he acts, indicates that he suffers from narcissistic personality disorder resulted from the spy tragedy.

Meanwhile, in relation to psychoanalysis, it is fair to say that Wonka’s id has taken over much of his state of mind. Anthony Storr in *Freud: A Very Short Introduction* said “the id is primitive, unorganized, and emotional: ‘the realm of the illogical’ (2001: 60).” He also adds that the main purpose of id is to gain satisfaction and pleasure. His id is too strong for the ego to handle, so Wonka continuously follows what comes through his mind without re-thinking what
might be resulted from his actions. For example, he would immediately cut Mike Teavee’s or Veruca Salt’s questions because he feels extremely irritated by their questions. That action is actually driven by his id, because cutting the children’s questions simply gives satisfaction to him. He does have to hear the rest of the question which apparently offensive for him. Wonka’s ego, the agent which brings common sense and reasons, and his superego, the agent which helps the ego, are too weak when compared to his id. It is broken because of the causes of Wonka’s narcissism that the researcher has mentioned in the previous paragraphs.

In his book, Storr also explains the origin of id.

As indicated in Freud’s description, the id is governed only by the most basic, primitive principle of mental dynamics: avoidance of ‘unpleasure’ caused by instinctual tension, which can only be achieved by satisfaction of instinctual needs accompanied by pleasure (2001: 61).

The quotation above shows that the id comes to live because it is driven by unpleasant experience. In relation to Wonka, his lack of social life, the media frenzy, and the core issue (the spy tragedy), was so overwhelming for his state of mind that it needs an ‘escape’; a state where he could feel free and satisfied, where his desires are fulfilled. From there, his id starts to take over in order to be satisfied. However, Wonka’s id has taken over for too long and through his id, he develops the characteristics that imply narcissism, such as being arrogant, flamboyant, stubborn, and authoritarian.
CHAPTER V

CONCLUSION

From the analysis, the researcher can conclude that Willy Wonka is a round character who is presented in Roald Dahl’s *Charlie and the Chocolate Factory*. Moreover, the researcher has found five characteristics from Willy Wonka. Firstly, he is ostentatious. He loves to display what he owns in order to gain attention from other people. He wants his guests to acknowledge his presence; he wants to be the center of attention, which is why he puts on outrageous outfit. Apart from his physical appearance, he also has his own way of speaking, which is high and fluety. Secondly, Willy Wonka is incredibly innovative. He is able to create some amazing and remarkable products from his factory. He creates things that have never existed. Some of his products are one of a kind, because they are originally made by Wonka. Thirdly, Willy Wonka is stubborn. Wonka becomes extremely adamant, rude, sand grumpy whenever the children start asking questions about the instruments inside Wonka’s factory. Fourthly, Willy Wonka is an arrogant man. Wonka loves to brag about his creations and his products to the guests. He calls them as the best, the most fabulous, and so on. He likes to exaggerate his achievement, hoping that people would be more and more amazed by him. Lastly, Willy Wonka is authoritarian. He always wants to be the dominant figure, because he loves to control people to gain personal advantages. It is proven by him choosing Charlie to be his successor. He believes that Charlie would do anything because basically a child
would not have the power to fight against an adult. Wonka does that to micromanage, exploit, and take Charlie for granted. The analysis of the first problem shows that Willy Wonka suffers from narcissistic personality disorder. The hypothesis is supported by the characteristics of Willy Wonka that match with the characteristics of a narcissist. Wonka always wants to be the center of attention, he tends to exploit other to gain personal advantages, he often exaggerates what he achieves, and he tends to consider questions as threats or criticisms.

From the analysis of the second problem, there are three causes of Willy Wonka’s narcissistic personality. The first cause is Willy Wonka’s lack of social life. He has been isolating himself inside his factory for years. During those years he gradually develops a mindset that he only needs to take care of him and listen to him because he basically has nobody to be taken care of. From there he becomes more and more egoistic and he becomes the center of everything. He lives by himself and during those years he does not share anything with anyone, just himself. The second cause is becoming the media frenzy. The media always puts him on the spotlight. The news about him always becomes a hit. Though he never comes out the factory, he is able to know that people always talk about him, and people really acknowledge him. It is the acknowledgement that raises the pride of him. The more acknowledgements he gains, the more self-esteem he has. Unfortunately, the pride rises so far that causes him to suffer narcissistic personality disorder. The third cause is the spy tragedy. The spies pretend to be his employees, but instead they try to steal his recipe. Wonka is extremely
devastated when he finds out about the spies, so he fires all of his employees and disappears from the society for years. The impact of the spy tragedy is so huge for Wonka that he could not get rid of it. Later, it becomes a painful memory. The tragedy influences the change inside Willy Wonka. He, who was once willing to interact with human being, does not want to do that anymore. He chose to lock himself away from the society. He is afraid of being betrayed again, for he cannot repeat the same mistake again. His unconscious that directs him to do so, which is the result of the tragedy that shakes up Wonka’s mind. Wonka’s id takes over most of his state of mind, which is the result of the lack of social life, media frenzy, and also the spy tragedy. Being ruled by the id, then Wonka only follows what id directs him to do. As a result, Wonka develops several characteristics that imply narcissism.
**BIBLIOGRAPHY**


APPENDIX

Summary of Roald Dahl’s *Charlie and the Chocolate Factory*

Charlie Bucket was a little boy who lived in terrible poverty along with his parents and four grandparents. All of them lived together under a roof. Even his four grandparents shared one bed. Not too far away from their house, stand an enormous building, which was Wonka’s factory. It was the best chocolate factory that anyone could find. Although many incredible products always came out of the factory, the owner, Willy Wonka, never showed himself to the public for the last ten years. The funny thing is, the town people had never seen anybody going in or out of the factory ever since Wonka isolated himself. Willy Wonka kept the iron gates shut. They only saw trucks filled with Wonka’s illustrious products that were ready to be distributed worldwide.

One day, Charlie’s father, came home with a newspaper in his hands. The headline said “Wonka Factory to be Opened At Last to Lucky Few.” In fact, Wonka has hid five golden tickets underneath five chocolate bars, so that five winners could enjoy a tour to the incredible factory. When the lucky five winners came home, they would be awarded with a truck filled with more than enough supply of sweets for the rest of their lives. The news immediately became a worldwide headline. Charlie also wanted to be one of the winners very deeply. The very next day, the first golden ticket was found. It was Augustus Gloop, a fat boy whose hobby was eating. Not so long after that, the second ticket was found.
The second finder was Veruca Salt, a spoilt young girl who always got what she wanted. Charlie was hoping to find another golden ticket at his birthday, but when the day came, he did not find any ticket underneath the chocolate bar he received as a birthday gift. Then, the next finder was Violet Beauregarde who found the golden ticket while taking a break from setting a world record in chewing gum. The fourth ticket went to Mike Teavee, a boy who only cared about nothing but watching television. Four tickets had been found and Charlie became more and more anxious. One day, he found some money on the street. He quickly ran to the nearest store and bought a bar of chocolate. He was surprised with what he found underneath the wrapping paper. It was Wonka’s last golden ticket! At last, all of the five tickets had been found.

The day that everybody was expecting finally came. All winners gathered in front of Wonka’s factory gates. They were surprised when they saw Willy Wonka for the first time. He paired up in plum-colored tail coat along with green trousers. On his hand, he had a fine gold-topped walking cane. Wonka greeted his guests in such high and fluety voice. He let his guests to enter the factory and began the tour. He explained about everything inside the factory, including the products he made. He named his products as the best, the greatest, and the most fascinating of all.

Unfortunately, not everyone could make it until the end of the tour. Augustus Gloop fell into the chocolate river while drinking it and was sucked by one of the huge pipes. Violet Beauregarde chew a gum which turned her into a giant blueberry. Veruca Salt was thrown into the trash after considered as ‘bad
nut’ by a group of squirrels. Mike Teavee went inside the TV and shrank himself, so his father had to carry him inside his pocket. He did not even help one of those children when they got themselves into trouble. He let his tiny workers, the Oompa-Loompas, to fix the situation. Somehow, Willy Wonka did not like Veruca and Mike because they would ask questions about anything. Being irritated with their questions, Wonka would directly said, “There’s no time to answer silly questions!” He did that almost every time a question was asked, especially to Veruca Salt and Mike Teavee.

Charlie Bucket became the only one who could make it by the end of the day. Willy Wonka immediately told him what he intended to do by giving away five golden tickets. He was, in fact, looking for somebody who would run his business as soon as he was gone. However, he only wanted children to be his successor because a child would listen to him; a child would obey him. It would be very different with an adult, because an adult would do anything with his/ her own ways; they would not listen to Wonka. Wonka offered his whole factory to Charlie. Charlie accepted his offer and brought all of his family members to live in the chocolate factory.