SANTIAGO’S STRIFE FOR SUCCESS
IN PAOLO COELHO’S THE ALCHEMIST NOVEL (1992):
AN INDIVIDUAL PSYCHOLOGICAL APPROACH

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APPROVAL

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ABSTRACT

The major problem of this study is how Santiago’s strive for success reflected in Paolo Coelho’s The Alchemist novel. The objective of this study is to analyze the novel based on its structural elements and to analyze the novel based on individual psychological approach as major theory and strive for success as issue.

In analyzing The Alchemist novel, the researcher uses qualitative method and feminist approach. The data sources consist of primary data and secondary data sources. The primary data source is the novel The Alchemist itself and the secondary data sources are the other sources related to the analysis of the object and issue. The method of the data collection is descriptive analysis.

The first result of the study in structural analysis shows that The Alchemist is simple fiction based on portion for structural elements. The second result in personality analysis, Santiago’s strive for success is the journey to discover personal legend or self destiny. In process to strive for success, treasure as symbol Santiago’s final goals is bringing individual experience which being analyzed using six basic principles of Adler’s Individual psychological approach. The result shows that Santiago striving for spiritual and psychological experiences is precious for livehood.

Keywords: Personal legend, Strive for Success, journey.

A. Introduction

1. Background of the Study

The Alchemist is a phenomenal novel that first published in 1988, originally this novel written in Portuguese It has been translated into 71 languages as of 2011. The book has gone on to becoming an international bestseller. The book has number principles of living. Santiago reflected person who dare to pursue a dream and focus on realizing it.

The researcher caught many interests side of the Santiago character. He reflected a man who represents the struggles to achieve their dreams. Paolo Coelho tells a meaningful story by simply description, The Alchemist tells a young Andalusia shepherd named Santiago in his journey to Egypt, after having
a recurring dream of finding treasure. He begins to have recurring dreams of hidden treasure where near the Pyramids of Egypt. He was met King of Salem who revealed the secret of his dreams, After Melchizedek revealed to him the concept of personal legend then explained Santiago’s destiny, Santiago decided to traveler to fulfill his Personal Legend, the journey to accomplished his greatest wish.

Discovering Personal legend is reflection of Santiago’s striving for success. In the story, a Santiago has a quest to find his own Personal Legend. Santiago’s personal legend refers to purpose of his journey which represent by finding treasure in pyramid. The process of discovering personal legend can be analyzed by psychological theory, the aspects of Santiago’s personality can be analyze based on fiction finalism, inferiority feeling and compensation, striving for superiority, Social interest, style of life and last creative power of self.

2. Literature Review

There are some literature reviews from the other researchers that will be used to be references. First, the research has been written by Nawang Wulan (2010) from Program Pasca sarjana Diponegoro University Semarang entitle: MENDENGAR HATI, MENGJEJAR MIMPI DAN REALITAS DUNIA: INTERPRETASI SIMBOL DALAM NOVEL THE ALCHEMIST KARYA PAULO COELHO, The research is revealed the hidden meaning behind the symbols in The Alchemist novel by Paulo Coelho the subjects that have been analyzed are three subjects, the relation between Narcissus stories as the novel prologue with Santiago’s story, then second is to interpret the eleven main symbols of the novel, and last is to find the hidden message of the novel.

Second research as literature review in this research is paper entitle: THE MEANING OF NATURE FOR SANTIAGO IN HIS EFFORTS TO FIND THE REAL HAPPINESS IN THE ALCHEMIST, written by Nani Indrajani (2010) T. from English Department of Petra Christian University Surabaya. In the conclusion the researcher reveal that struggles of Santiago to find his real happiness that becomes his destiny and he has to pass through a long and
complicated process, he always focuses on his destiny until he finds what he is pursuing.

The next research is a literature review paper written by Manju Muraleedharan (2011) from Research Scholar Department of English in Madras Christian College Tambaram, Chennai Tamil Nadu India. The paper entitles: THE TRIAD OF MAN, UNIVERSE AND GOD IN PAULO COELHO’S NOVEL THE ALCHEMIST. This paper discusses the relation of three aspects of Santiago’s spiritual journey. Expounds the direct connection between the universe or the macrocosm and the individual soul or microcosm.

The last literature review written by Juninada Sari Puspa. Entitled AKTUALISASI DIRI SANTIAGO DALAM NOVEL SANG ALKEMIS MENURUT PSIKOLOGI HUMANISTIK MASLOW from Faculty of Psychology, Sanata Dharma University Yogyakarta, 2007. This research concern on Santiago’s accomplishment of Self Actualization and what kind of self actualization characteristics which is seen in Santiago so that it supports his accomplishment of self actualization.

3. Problems Statement

"How is Santiago’s strife for success to discover his personal legend based on the Santiago’s journey and personality reflected in Paolo Coelho’s The Alchemist novel?"

4. Limitation of the Study

The researcher focuses to analyze Santiago’s personality as of major characters in Paolo Coelho’s The Alchemist uses individual psychology approach.

5. Objective of the Study

Analyze the novel based on the structural elements by finding character and characterization, setting, plot, point of view, style and theme. Then the next analyze the novel based on individual psychology approach.
6. **Benefit of the Study**

There are two main benefits of the study, there are practical and theoretical benefits. Theoretical Benefit is to contribute to the knowledge about literary study especially those dealing with Paolo Coelho’s *The Alchemist*. Practical benefits are giving contributions to other literary researchers especially in the study of Paolo Coelho’s work. In educational fields, it could be reference because *The Alchemist* novel has a number of educational principles based on Santiago’s journey.

7. **Underlying Theory**

a. **Structural Elements**

This is the element that builds up the literary work from inside it. This is what we call intrinsic elements, which include character, setting, plot, point of view, style, and theme (Nurgiyantoro, 1995: 79). The researcher will focus to analyze the structural of the novel based on intrinsic element as narrative to limit scope of research.

1) **Character and Characterization**, There are two types of character: main or mayor character and minor character. Major character is the most important character in a story. Minor character is the character of less importance than those the main. (Koesnosobroto, 1988:67)

2) **Setting** is the background to refer the environment, country, district, urban or occupational group, building, diet, family pattern, religions, politic, moral assumptions, intellectual and culture life, education, amusement standard of living and so on.”

3) **Plot** is a series of events deliberately arranged so as to reveal their dramatic, thematic, and emotional significance. Exposition is sequence who introducing the character. Setting and the problem Conflict these produces suspense and eventually lead to a climax, crisis, or turning point. The climax is followed by a resolution of the complications which texts usually end (Klarer, 1998:15).

4) **Point of view** is the way the author tells the story. Participant point of view is when the narrator has the position to introduce him as the first person in the story. Non-participant point of view or third person
narrator (Barnet, 1963: 38).

5) Theme is seldom so obvious. That is, a theme needs not be a moral or message: it may be what the happenings add up to, what the story is about.

6) Style is usually confined to mean the element languages: words, syntax, punctuation, and so on. Everything from the simple mechanics to the rhetoric may reflect an author's originality in writing (Koesnosoebroto, 1988:124).

b. Notion of Individual Psychology

According to Adler, an individual psychology is a science that attempts to understand to the experiences and behavior of each person as an organized entity”. (In Ryckman, 1985:95). He believes further that all actions guided by a person fundamental attitudes toward life’s. All psychological phenomena are unified within the individual in a self-manner. Individual psychology proposed by Alfred Adler consists of six basic concepts.

1) Fictional Finalism, Man’s behavior is guided by their perception of their goal life though they do not have any objective existence but influence on man is striving for superiority. Perfection and unity (Hjelle and Ziegler .1992:154)

2) Inferiority Feeling and Competitions, Adler (In Hjelle and Ziegler, 1992;142) observes that people with serve organ weakness of defeats will often try to composite from them by training and exercise, which often result in the development of individual’s greatness or strength.

3) Striving for Superiority, Every person, normal as well as neurotic is pulled in the success direction or superiority. This tendency has a unique character by doing creative power, "the creative power gives directions for striving force by incorporating it into final goal” (Feist, 1985:71)

4) Social Interest, Human initially howdrivenby striving superiority to chase strengthand powerto compensate forinferiority feeling.
Hefurther encouraged by the impulse inborn causes it to put the public interest above personal interest.

5) Style of Life, According to Adler (1956: 167-168) there are four types of styles of life: Ruling type, getting type, avoiding type, and social useful type.

6) Creative Power of the Self implies freedom, free to be what we will. We may choose to experience pain, joy, or anxiety, or to do defend ourselves against these experiences by erecting various safeguarding tendencies (Feist. 1985: 75).

B. Research Method

1. Type of the Study

The researcher used descriptive qualitative method to analyze Santiago’s strife for success to discover the personal legend reflected in Paolo Coelho’s The Alchemist novel with Adler’s individual psychology theory.

2. Object of the Study

The object of the study is Paolo Coelho’s The Alchemist novel. Main issue of this study is Santiago’s strife for success topic then analyzes Santiago’s personality by basic principles of Adler’s Individual Psychology theory.

3. Type of the Data and the Data Source

There are two data in this study namely primary data and secondary data. Primary Data Source is the novel itself, The Alchemist written by Paolo Coelho. Then, Secondary Data Source is other sources like author’s biography, essay, comments, critics, the psychology books, internet, etc.

4. Technique of the Data Collection

In this study, technique of collecting data is library research. The steps in this library research are as follows:

1) Reading the novel repeatedly

2) Taking notes of information in both, primary and secondary data

3) Arranging the data into several parts based on its clarification
4) Analyzing the data
5) Drawing conclusion based on the analyzing data.

5. Technique of Data Analysis

The researcher describes the text and content analysis to get the characteristic of the data to individual psychological analysis of the novel *The Alchemist*. Then, the researcher interprets those data through the study.

C. Analysis And Discussion

1. Structural Element of Paolo Coelho’s *The Alchemist* Novel

*The Alchemist* novel tells the story of young boy from Andalusia. The boy name Santiago who decided become shepherd. Decisions to be shepherd to following his passion for travel. The theme of Paolo Coelho’s *The Alchemist* novel is that “The journey to discover personal legend”.

The major character is Santiago who has curious headstrong and stubborn.

The boy’s name was Santiago. Dusk was falling as the boy arrived with his herd at an abandoned church. The roof had fallen in long ago, and an enormous sycamore had grown on the spot where the sacristy had once stood. (*The Alchemist*, 1992:1)

The minor characters are: The Alchemist, King of Salem, Fatima, Old Gypsy women, the crystal merchant, Englishman, Camel Driver, Merchant’s Daughter, The Tribal Chieftain of Al-Fayoun, Young Man, Caravan Leader, The Monk.

This story set in the Santiago journey where started from Andalusia to Pyramid of Egypt. The main plot of *The Alchemist* takes place in some town in Spanish and North Africa as: Spanish pastures, Tarifa, tangier, Sahara desert, Al-Fayoun Oasis and pyramid Egypt. But there are also many specific place where have contribution of the novel as abounded church, women gypsy house, Tarifa Plaza, the bar, tangier market, Coptic monastery. *The Alchemist* has Setting of time in the past.

The point of view of *The Alchemist* is third person narrator in narrating the story; the narrator focuses on Santiago’s philosophical sense of the journey to discovering his personal legend. Diction is the selecting words
used by the author to tell his idea in a story. In *The Alchemist*, Paolo Coelho chooses the some unfamiliar term to understand such as beginner luck and personal legend.

2. **Santiago’s Individual Psychology Analysis**

The Santiago’s personality will be analyzed using Individual psychology proposed by Alfred Adler consists of six basic concepts. These are (1) fictional finalism, (2) inferiority felling, (3) striving for superiority, (4) social interest, (5) style of life, (6) creative power.

a. **Fictional Finalism**

Santiago’s fictional finalism is dreams to discovering treasure in pyramid is following to his desire to be the traveler.

But he didn’t need to worry about that right now. What he had to be concerned about was his treasure, and how he was going to go about getting it. The sale of his sheep had left him with enough money in his pouch, and the boy knew that in money there was magic; whoever has money is never really alone. Before long, maybe in just a few days, he would be at the Pyramids. An old man, with a breastplate of gold, wouldn't have lied just to acquire six sheep. *(The Alchemist, 1992:18)*

Santiago’s fictional finalism is the subjective perception of interpretation his dreams and suggestion from King of Salem to discover personal legend in process to find treasure in pyramid then following his desire to be the traveler. Santiago’s passion is to travelling new place to meet new people and learn new thing from the nature. The treasure reflected his self-achievement and travelling is reflection Santiago’s ways of life.

b. **Inferiority Feeling and Compensations**

Santiago was driven by two main inferiority feeling. But the reason why decided to travel for the treasure because as become shepherd he faced by identity crisis. Santiago’s identity crisis triggers some inferiority feeling. There are inferiority feeling as shepherd and inferiority to become loser. In beginning of story, Santiago describing as boys who decided to be shepherd after arguing with his father. Decision to be shepherd is symbol
of emotional rebellion of teenager to refuse his parents wills. He thought became shepherd he could actualize his self to travels.

The only things that concerned the sheep were food and water. As long as the boy knew how to find the best pastures in Andalusia, they would be his friends. Yes, their days were all the same, with the seemingly endless hours between sunrise and dusk; and they had never read a book in their young lives, and didn't understand when the boy told them about the sights of the cities. They were content with just food and water, and, in exchange, they generously gave of their wool, their company, and—once in a while their meat.

If I became a monster today, and decided to kill them, one by one, they would become aware only after most of the flock had been slaughtered, thought the boy. They trust me, and they've forgotten how to rely on their own instincts, because I lead them to nourishment. (The Alchemist, 1992:3)

c. Striving For Superiority or success

1) Strive for Personal Superiority

Superior feeling of Santiago is he felt could make extraordinary achievement than other boys.

But his heart was speaking of other things. With pride, it told the story of a shepherd who had left his flock to follow a dream he had on two different occasions. It told of destiny, and of the many men who had wandered in search of distant lands or beautiful women, confronting the people of their times with their preconceived notions. It spoke of journeys, discoveries, books, and change. (The Alchemist, 1992:85)

As boys that have passion to be traveler, he could travel across to Africa and find pyramid more than other person can be. The struggles to pyramid are totally dedication to fell superior than other

2) Strive for Success

The boy took out Urim and Thummim from his bag. He had used the two stones only once, one morning when he was at a marketplace. His life and his path had always provided him with enough omens.

He placed Urim and Thummim in the chest. They were also a part of his new treasure, because they were a reminder of the old king, whom he would never see again.

It's true; life really is generous to those who pursue their destiny, the boy thought. Then he remembered that he had to get to Tarifa so he could give one-tenth of his treasure to the Gypsy woman, as he had promised. Those Gypsies are really smart, he thought. (The Alchemist, 1992:88)
Peak mystic experience appeared when the moments of found the treasure in abundance church. In this moment he really felt that the journey has intense excitement and high tension as well as those of relaxation, peacefulness, blissfulness and stillness. The peak mystic experience final goal Cleary received...Santiago felt that his meaning of journey more important than discovering treasure. In his journey he found a lot value of life. He also found the meaning a universal language and most the important he found his beloved women Fatima.

d. Social Interest

Santiago is man who responsible with his promise. He remembers that he promised Old Gypsy Woman to give tenth of his treasure if he finds it. Then he come back to Al-Fayoum oasis to met Fatima, he promised Fatimah that he will be married if Santiago return from his quest to find his personal legend.

It's true; life really is generous to those who pursue their destiny, the boy thought. Then he remembered that he had to get to Tarifa so he could give one-tenth of his treasure to the Gypsy woman, as he had promised. Those Gypsies are really smart, he thought. Maybe it was because they moved around so much. (The Alchemist, 1992:88)

In conclusion, Santiago’s has little social interaction to other but Santiago very respectful to elder, but he has deep impression to King of Salem, The Crystal Merchant and The Alchemist. King of Salem is a symbol of Santiago’s life change and motivation for personal legend. Crystal merchant who credited helping Santiago in needs and was teaches Arabian language. While The Alchemist is a mentor who taught about how to listens the heart and follow his own destiny without give up.

e. Style of Life

He is anti-social boy but he also needed social interaction. As social person Santiago must need other people commodity. He trades his sheep’s wools to be exchanged his basic needs. After decide discover treasure in Africa Santiago’s style of life beginning changed. He needs more interaction and other people help to satisfy his basic needs because in
Africa he must survive as stranger in strange land.

The boy knew a lot of people in the city. That was what made traveling appeal to him—he always made new friends, and he didn't need to spend all of his time with them. When someone sees the same people every day, as had happened with him at the seminary, they wind up becoming a part of that person's life. And then they want the person to change. If someone isn't what others want them to be, the others become angry. Everyone seems to have a clear idea of how other people should lead their lives, but none about his or her own. (*The Alchemist*, 1992:8)

Santiago’s style of live is getting type, is mean that Santiago is individual with the attitude giving pay more attention in outside world in manner. But he was depending on the other to satisfy most their needs.

f. Creative Power of the Self

The basic creative power of the Santiago’s self is seeing and thinking different from other people perspectives. Santiago has unique thought manner. He always takes life lessons in every instance. He though positively and put himself in cozy position. His mindset always searches solutions in any problem. It is makes him was motivated although faced many obstacles.

The horizon was tinged with red, and suddenly the sun appeared. The boy thought back to that conversation with his father, and felt happy; he had already seen many castles and met many women (but none the equal of the one who awaited him several days hence). He owned a jacket, a book that he could trade for another and a flock of sheep. But, most important, he was able every day to live out his dream. If he were to tire of the Andalusia fields, he could sell his sheep and go to sea. By the time he had had enough of the sea, he would already have known other cities, other women, and other chances to be happy. I couldn't have found God in the seminary, he thought, as he looked at the sunrise. (*The Alchemist*, 1992:5)

He developed ability to always seeing every moment, so he could interpret every moment as guidance of God. He must seeing problem from different perspective in order to could learn from any moment. The creative type of Santiago that he is action oriented learner, he spent more attention to learn from the actions than the theory in seminary.
D. Conclusion and Educational Implication

1. Conclusion

After analyzing structural element of Paolo Coelho’s *The Alchemist* novel. Then the researcher analyzes of Santiago’s personality using Individual psychology theory and Santiago’s strive for success issue. the researcher then comes to the following conclusions.

First, from the structural analysis of the novel shows that Santiago makes journey to discover destiny or personal legend. The symbol of Santiago destiny is treasure who must be find. Santiago tries to achieve to pyramid despite faced difficulties, in order to realizing personal legend. As a young boy, he must dare to taken risk and leaved from comfort zone. He dared to scarify his flock and adventures strange places. The structural elements of the novel are very simple from analysis based interrelation element. The biggest portion of this is philosophical story than narrative story so this novel can be called as philosophical book than fictional books.

Second conclusion, Santiago’s strive for success is refers to the journey to find self-destiny. The treasure is symbol of Santiago’s personal legend. Its process is compensate inferiority felling mechanism. The journey bringing philosophical and spiritual experiences which analyzed using Adler’s Individual psychological theory. In the result of analysis individual psychology theory, Santiago has great personalities which become model success person in human life.

2. Educational Implication

The researchers suggests that its extraordinary literary work who gives new perspectives in fiction novel. The researcher analyzes it by using Individual psychological analysis because the story consists of major principles for attitude directions to set up right mindset to achieve purposes of life. *The Alchemist* is one of philosophical novel which recommended apply as handbook in school. The narrative descriptions of this novel are simple and easy to the adult or teens reader. For adolescent learner, *The Alchemist* gives a
numbers principles of lives. The moral values of *The Alchemist* are appropriate in education system. The moral values

The book mentions the point that the only way to learn is through action. The theory just basic framework to resolve problems but the best way on finding own people solution is through actions. This novel teaches people dared to dreams and do not fears to failure. Researchers suggest that *The Alchemist* values can apply in character building in school. The educational values of *The Alchemist* are how to chase a dream and never give up no matter what happens.
REFERENCES


