

AMBITION IN *WONKA* MOVIE (2023): A PSYCHOLOGICAL PERSPECTIVE

Annisa Azhar^{1*} & Syahara Dina Amalia²

^{1,2} *Universitas Muhammadiyah Surakarta, Central Java, Indonesia*

Corresponding Author: Annisa E-mail: a320210063@student.ums.ac.id

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ABSTRACT

This research article explores the theme of ambition in *Wonka* 2023 from a psychological perspective, focusing on the character Willy Wonka's journey in establishing his own chocolate factory. The research uses qualitative methods, analyzing dialogues and scenes to understand how ambition affects Wonka and the characters around him. Based on Henry A. Murray's theory of ambition, this research categorizes Willy Wonka's ambition into three components: achievement, exhibition, and recognition. The research findings illustrate that Willy Wonka's relentless pursuit of his goal significantly impacts the relationships and actions of his coworkers, highlighting the role of ambition in overcoming challenges and achieving success.

1. INTRODUCTION

Literature is fiction, but nothing is really fiction; even fiction itself has a source of truth that aims to be interpreted in various ways, either directly or indirectly through an act of character, symbol, and the meaning of the associated words (Niaz, Stanikzai, & Sahibzada, 2019). Although considered fiction, a literary work also holds its own truth that reflects the reality of life. Each work provides its own space to explore on their way. One of them, the actions and choices taken by a character can reflect it into a moral or social dilemma. Literature has a role as a mirror that not only shows social conditions, but also embraces readers in showing various relevant issues. In literature, events and psychological insights are portrayed and processes of dealing with challenges are explored. The conflicts and tragedies depicted in literature help readers understand that such events can happen in real life or may be experienced by readers themselves (Wulandari, Kusumawardhani, Nurhayati, & Nurdini, 2013). Thus, fiction in literature is not just an imagination, but also a means to understand the complexity. Literature is divided into several branches such as poetry, drama, movie, etc. Which is part of literature itself (Moputi & Husain, 2018). Movie is a visual art that can express emotions and stories clearly, while literature uses more profound language, which allows readers to imagine. Movies are also a form of one of the literary works that are of interest to various groups (Setiawan & Puspita, 2022). Moviemakers could investigate some elements that reflect reality when the filmmaking process begins, such as the difficulties faced, the problems that arise, or the mental state of the actors. This can convey moral values to the audience. In literary research, Psychological approach is important because a research study can include broader and interesting elements, especially in the aim to explore the



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psychological dimensions in literary works (Setiawan & Puspita, 2022). The study of human and animal cognition and behavior is known as Psychology (Benson, 2007: 05). This methodology is important in understanding the psychological mechanisms that influence human behavior. The two main components studied are the description of human behavior and the prediction of future human behavior (Cherry, 2024). One of the characteristics of human behavior is ambition.

Ambition is recognized as a component of the psychogenic needs framework presented by Henry Murray in (1938). As cited by Murray in Moputi & Husein (2018), psychogenic needs mostly function at the subconscious level which plays an important role in personality formation. Among these needs, ambition is categorized as one of the 24 psychogenic needs identified by Murray (1938). Everyone has their own capacity in developing their ambition. As highlighted, every individual has a characteristic ambition that serves as a fundamental motivator in their actions and choices. Ambition can take many forms, such as the pursuit of achievement, building a relationship, or the desire to contribute. Pursuing ambition is often challenging, as there are many obstacles to overcome in achieving success (Kuncara, 2016). Their backgrounds, experiences, and values affect every individual, so their ambitions differ from one another. Judge and Kammeyer-Mueller in "On the Value of Aiming High: The Causes and Consequences of Ambition" (2012, p. 759) ambition in terms of aims or strategies for achieving as seen in Locke (1996), a common explanation for why people have different goals is ambition (Locke & Latham, 2002; Mento, Locke, & Klein, 1992). As seen in Murray (1938), the need for ambition is regarding to the need for achievement, exhibition, and recognition. Therefore, ambition is often a key driver in overcoming obstacles and challenges. Ambition increases an individual's motivation to get involved in things. The application of role models as a mechanism for setting expectations of achievement is in line with the principles of social cognitive theory. As facilitators, families act as influential social agents, playing an important role in shaping children's values regarding academic and professional achievement (Bandura, 1999). When individuals feel supported, their confidence to pursue ambition will increase. Therefore, recognizing, and valuing ambition is a basic step in fostering a constructive and effective environment. One such example is the movie *Wonka* (2003) directed by Paul King.

Wonka is a movie distributed by Warner Bros in 2023, as reported by *today.com* (Wood, 2023), borrowing the main character from Roald Dahl's novel *Charlie and the Chocolate Factory*. Under the direction of Paul King, Timothée Chalamet as Willy Wonka and explores themes such as ambition and the importance of relationships. Willy Wonka was first adapted from Roald Dahl's children's storybook published in 1964, as reported by *britannica.com* (Lowne & Bauer, 2018). The next adaptation was the film adaptation is *Willy Wonka and the Chocolate Factory* by Mel Stuart in 1971. The movie was later reworked by Tim Burton in 2005 is *Charlie and the Chocolate Factory*. Then, in 2023, Paul King directed a new adaptation titled *Wonka*, following the previous movie adaptations from 1971 and 2005. The 2005 version of *Charlie and the Chocolate Factory* chronicles the journey of Charlie Bucket, a poor boy who is given the opportunity to explore the fantastic chocolate factory run by the enigmatic chocolatier Willy Wonka (Marie, 2015).



The 2005 movie differs from Paul King's adaptation of *Wonka* (2023). As seen in *Wonka*, the main theme of the movie is a man's ambition to realize his dream of owning his own chocolate factory. By mimicking the journey aimed at achievement in *Wonka* from Willy Wonka's childhood aspirations (Roberts & Robins, 2000). Willy Wonka wanted to become a famous chocolatier and operate a chocolate factory. His goal was to make chocolates that were both distinctive and enticing. He began with 'Hoverchoc,' which gave customers the ability to fly. Chocolate makers Arthur Slugworth, Gerald Prodnose, and Felix Fickelgruber of Galleries Gourmet were quite competitive and tried to outdo him, despite several obstacles, Wonka's will to succeed only became stronger during the competition. In the end, despite several failures, Willy Wonka's ambition and the support of his coworkers encouraged him to keep selling chocolate. Conversely, *Wonka* (2023), adapted by Paul King, focuses primarily on Willy Wonka's pursuit to establish his own chocolate factory. The characterizations presented in *Charlie and the Chocolate Factory* in *Willy Wonka* (2005) and *Wonka* in *Willy Wonka* (2023) illustrate the different ideals of each main character. In *Charlie and the Chocolate Factory* (2005), as seen in Dahl's novel (2010) with a happy character, which are described as shouting out his words more often than he says them (p. 87). The narrative centers on a competition initiated by Willy Wonka, who randomly hands out five Golden Tickets to find a suitable winner. Nevertheless, in *Wonka* (2023) depicts a younger Willy Wonka driven by his ambition to establish a chocolate factory, highlighting his entrepreneurial journey and underlying motivations. The disparities in the characteristics, objectives, and narratives between Roald Dahl's original work and Paul King's adaptation are noteworthy. Specifically, the portrayal of Willy Wonka's character in the *Charlie and the Chocolate Factory* (2005) reveals that his inferiority complex stems from several contributing factors, including a neglected upbringing, a strict parental environment, and his position within the family birth order (Dharma, Zamruddin & Rahayu, 2022). These factors can be seen from Willy's lifestyle which is characterized by neglect, mainly due to the rigid parenting style imposed by his father, which significantly hinders his ability to pursue personal aspirations (Dharma, Zamruddin & Rahayu, 2022).

Whereas, the character of Willy Wonka in 2023 illustrates the great influence of the mother figure who nurtured him in the formation of a character, presenting him as a loving individual. The narrative in this movie emphasizes how the warmth and support of a mother figure nurtures his kindness and dreams that make it possible to teach an unlimited future. The movie underscores the importance of collaboration and camaraderie in the face of obstacles, showing that achievement is more than just individual ability, but also includes the relationships that can be built along the way. Through challenges and successes, Willy Wonka discovers that innovation can often come from ambition and effort. The difference in the character of the main character between *Charlie and the Chocolate Factory* (2005) and *Wonka* (2023), which makes a unique interpretation of the character of Willy Wonka, encourages researchers to choose *Wonka* (2023) as the main subject in this study from a psychological point of view. This research focuses on the ambition shown by the main character, Willy Wonka, containing it as the main theme while positioning *Wonka* (2023) as the main target of research with the theory of ambition proposed by Henry A. Murray (1938) regarding basic human needs.



2. LITERATURE REVIEW

This study provides several studies on topics related to ambition from various movies. In a previous study on the film *Freedom Writers* (2007) published by Kinanti & Amalia (2021), this study discusses the same topic by relying on Murray's (1938) ambition. This study focuses on the main character's ambition by examining the secondary needs of achievement, recognition, and exhibition. With the same previous research examining ambition in the movie *Black Swan* by Millenia & Wardaningsih (2023) and Putri & Nugroho (2024) which focuses on ambition. As well as other research that focuses on ambition reflected through the main character published by Afifulloh (2019), Yastanti & Adi (2023), Wulandari, Kusumawardhani, Nurhayati, & Nurdini (2013), Hidayat (2021), Anita (2022), Ningsih (2023), Handayani (2018), and Simanjutak & Wulandari (2020). In relation to previous studies that examined ambition reflected in various films, this research focuses on the recently released film *Wonka* directed by Paul King in 2023. The choice of this movie as a research subject is justified by its recent release and the absence of similar studies, as indicated in the literature review. Therefore, this study and previous studies have similarities in discussing the topic of "ambition", although the difference lies in how ambition is reflected through various characteristics of ambition.

To analyze the subjects in their ambitiousness, with reference to the theory of psychogenic needs proposed by Murray. According to Murray (1938), in psychogenic needs ambition includes the need for achievement, exhibition, and recognition. Ambition can be defined as the need for achievement as an internal drive that motivates individuals to perform difficult tasks. This need includes various aspects, such as ambition to overcome challenges, achieve high standards, improve oneself, and outperform others proposed by Henry Murray (1938, as cited in Finegow, 2017, p. 164). Henry Murray (1938, as cited in Kelland, 2023) recognition as a basic psychological need driven by the desire for praise, recognition, and respect from others. This notion is part of a larger theory of psychogenic needs, which states that human behavior is largely shaped by internal motivations. and Henry Murray (1938, in Kelland, 2023) conceptualized exhibition as the intrinsic motivation to draw attention to oneself. In his seminal work, "Explorations in Personality", he articulated that this need is part of a broader framework he termed personology, which examines the interplay between individual needs and environmental influences, referred to as press. Also, in his book, Henry Murray (1938) also says that the act of making oneself the center of attention by being thrilling, shocking, or entertaining and self-dramatization. These three needs fall under basic human needs, which are divided into two categories: primary (viscerogenic) needs, and secondary (psychogenic) needs in Murray (1938). In summary, secondary or psychogenic needs, which are believed to be influenced by and derived from primary needs. According to Benson (2007: 05) as cited in Wulandari, Kusumawardhani, Nurhayati, & Nurdini (2013), the methodical study of human and animal brain processes and behavior is known as Psychology. As explained by Wulandari, Kusumawardhani, Nurhayati, & Nurdini (2013) Psychology studies the intellectual processes and behavior of humans and animals in detail. While on the other hand according to Roskies & Louis-Guerin (1990) as cited in De Cuyper et al., (2012), according to Psychology's point of view on employability, people's actions and behavior are more likely to be influenced by their perceptions of events than actual events.



3. METHODOLOGY

A qualitative approach is used in this study to describe the findings. The primary data source is the dialog and scenes in the *Wonka* (2023) movie directed by Paul King and written by Simon Farnaby based on the story from Paul King himself. As well as secondary data used in this research are relevant sources based on the topic of this research, articles, books, websites, and other literature that supports this research. With data collection techniques using the documentation method based on transcripts and taken from several sources consisting of images and texts supported by quotes from movie clips, dialog, movie scenes, as well as articles, books, websites. Data analysis was conducted through a qualitative analysis approach which is a research method that involves interpretation in subjectively of text data. Through coding and the identification of themes or patterns, this process is carried out systematically (Hsieh & Shannon, 2005, as expressed in Mezmir, 2020).

4. RESULTS AND DISCUSSION

This chapter provides an overview of the findings on the theme of ambition depicted in Willy Wonka's of *Wonka* (2023) through two main points. The researchers have categorized Willy Wonka's ambitions into three different categories: achievement, exhibition, and recognition. The discussion will rely on the theory of ambition proposed by Henry A. Murray (1938).

4.1 How Ambition is Reflected in The Main Character in *Wonka* Movie

This part explains how ambition is reflected in the main character in the movie *Wonka* (2023). The three components of ambition adopted in this research were put forward by Murray (1938), namely: achievement, recognition, and exhibition.

Achievement is a component of basic human needs characterized by the successful completion of a task or the achievement of a specific goal (Maskova & Kucira, 2022). Recognition serves to validate achievement by allowing individuals to showcase their accomplishments and gain recognition from others (Baqir et al., 2015, as cited in Kinanti & Amalia, 2021). In addition, exhibitions are broadly organized spatial representations that visually articulate thoughts, objects, and knowledge systems (Smeds, 2012).

FINDINGS			
TYPE OF AMBITION	DATA	DETAILS	MEANING
1. Achievement	 <i>Picture 1.a</i>	a. (00:39:01) <i>Willy Wonka : "Mm That, my dear Noodle, is why we're very lucky the Little Orange Man didn't find this."</i>	Willy Wonka's idea to sneak into the Zoo to get some giraffe milk, Willy Wonka asks Noodle to hand over a small packet of chocolates to the Zoo Guard. These chocolates made the Zoo Guard dance and sing.





Picture 1.b

b. (00:56:15)

*[Willy Wonka rolled and entered the water pipe]
Chief of Police: "Make sure they're all frisked."*

Willy Wonka was selling chocolate on a bus when the Chief of Police pointed at Wonka to arrest him. Lottie quickly signaled Wonka to flee to avoid capture. In a swift move, Willy rolled into a water pipe, which served as his escape route.



Picture 1.c

c. (00:28:08)

Willy Wonka : "We have to do is find an aristocrat and slip out while she's distracted."

Willy came up with an idea to get him out of Scrubitt's laundry house by making up a lie to Bleacher and Scrubitt with the help of Noodle to carry out his mission.

2. Exhibition



Picture 2.a

a. (00:11:38)

*Willy Wonka : [loudly]
"I have come to show you a marvellous morsel, and incredible edible [dramatically] an unbeatable eatable the likes of which this world has never seen."*

Willy Wonka loudly introduced himself at the center of Galleries Gourmet using a unique promotional style.



Picture 2.b

b. (00:12:03)

*Willy Wonka : [plays flute]
"Jungle near Mumbai, there's a little hoverfly, whose wings go at a thousand flap a sec and that's no lie..."*

Willy Wonka made an appearance at the bustling Galleries Gourmet, drawing attention to himself amidst the crowd.



Picture 2.c

c. (00:14:15)

*Willy Wonka : [grunts softly]
"If you thought the chocolate was weird, you're gonna hate what happen next."*

Upon tasting the Hoverchoc chocolate, Slugworth and Fickelgruber speculated about Willy Wonka's ingredients. Subsequently, a



shocking event occurred, leading to Slugworth, Fickelgruber, and Prodnose unexpectedly flying away.



Picture 2.d

d. (00:11:40)

Willy Wonka : *"An unbeatable eatable the likes of which this world has never seen..."*

3. Recognition



Picture 3.a

a. (00:55:35)

Passenger : *"Have you tried his new one?"*

Passenger : *"No."*

Willy Wonka introducing himself with unique and dramatization style at Galleries Gourmet.

The passengers on the bus began to recognize the unique chocolates sold by Willy Wonka.

Having analyzed the type of ambition found in the main character, it can be concluded that among the three types of ambition theory to Murray (1938). The most frequent data of the three types of ambition is four data of exhibition, three data of achievement, one data of recognition.

a. Achievement

In the data (00:39:01) Willy Wonka needs fresh giraffe milk, and Noodle can help Willy Wonka get it. The only hitch is that the zoo is guarded by a star zookeeper, but Willy Wonka is not out of ideas. He still has a small box of chocolates called 'A Big Night Out,' which consists of: the outer layer, truffle champagne. White wine, followed by red wine. Then after the zookeeper entered 'A Big Night Out,' Willy Wonka and Noodle entered the zoo gate. Noodle, who was literate, prevented Willy Wonka, who was illiterate, from going inside the tiger cage. After entering the giraffe enclosure, they came across Abigail, an untamed giraffe. Wonka gave Abigail an acacia mint and started milking her to get through this obstacle. In Murray's (1938) theory of ambition in the book "Explorations in Personality" says that achievement is to efficiently conquer obstacles, strategically exercise power, and swiftly execute complex tasks.

Based on Prcoter's theory (1995), achievement is evidenced in his quote, triumphing over challenges to accomplish something, with Willy Wonka selling chocolate on the bus (00:56:15). The Chief of Police approaches Willy Wonka and gets ready to arrest him. As this is happening, Wonka is signaled to leave by Lottie Bell. Willy Wonka uses a water pipe as his escape route after quickly rolling into it to avoid being apprehended by the police.

Another Willy Wonka's journey to overcome challenges is illustrated in a scene where he and another character enjoy chocolate he made (00:28:08). This experience sparks an idea for Wonka, enabling him to move past an obstacle related to being trapped in a laundry house. He speculates that a character named Bleacher will rise to nobility, which is a point of



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vulnerability for another character, Scrubitt. During this moment, Noodle, while cleaning, discovers a paper depicting Bleacher in royal clothing, which captures Scrubitt's interest. Scrubitt confronts Noodle aggressively about his actions and threatens him. In response, Noodle reveals that Bleacher is part of the Bavarian royal family, adding tension to the scene. This shows that the challenges in Wonka's movie are successfully completed with perseverance, ability or courage as stated by Maskova and Kucira (2022).

b. Exhibition

Henry Murray (1938, in Kelland, 2023) explained that the concept of exhibition is to gain attention, which comes from a motivation from within, this is reflected in the data of the exhibition (00:11:38) where Willy Wonka begins to introduce himself in the centre of Galleries Gourmet with a loud voice and unique promotional style, thus attracting people's attention one by one to gather around the source of the sound, namely Willy Wonka. He gave a little leak about the interesting concept of chocolate that he would introduce to the visitors of Galleries Gourmet.

This is also reflected in Henry Murray's (1938, in Kelland, 2023) earlier theory, (00:12:03) which describes Willy Wonka making an impression to attract attention. At Galleries Gourmet, Willy Wonka entralls the audience with an unexpected performance that starts with 'Hoverchoc.' Visitors are drawn in by his distinctive flair, and their experience is enhanced when he displays a flying chocolate bottle, which piques their interest. Prodnose, Fickelgruber, and Slugworth disagree about the complexity of the *Hoverchoc* and conjecture about its components as they taste it (00:14:15). Slugworth likes things simple, but Prodnose and Fickelgruber thinks it is strange. Willy's warning that they will be horrified by what happens if they believe *Hoverchoc* is unusual. The audience is shocked when Slugworth, Fickelgruber, and Prodnose slowly floats into the air, emphasizing how remarkable Wonka's innovation is.

Furthermore, in Henry Murray's book (1938) in "Exploration in Personality" that self-dramatization is part of an exhibition to draw attention to oneself. When Willy Wonka introducing himself to the crowd at Galleries Gourmet, the first chocolate he introduced was *Hoverchoc*. Willy Wonka explains that *Hoverchoc* is the only snack that has never existed in this world (00:11:40).

c. Recognition

In Henry Murray (1938, in Kelland, 2023) recognition is defined as a basic psychological need driven by the desire for praise, acknowledgement, and respect from others. The people on the bus began to question each other regarding the new chocolate variant that Willy Wonka was selling (00:55:35).

To sum up, the character of Willy Wonka in *Wonka* (2023) is represented as a person who is persistent in having an ambition. Portrayed as someone who is unique and relentless in pursuing his ambitions, many things have been faced by Willy Wonka to sell his chocolate.



4.2 To What Extent Ambition Influences the Characters in *Wonka* Movie

This part explains how the main character's ambition influenced other characters in the movie *Wonka* (2023).

TYPE OF AMBITION	DATA	DETAILS	INFLUENCE OF MAIN CHARACTER'S AMBITION	
			WHICH CHARACTER	WHAT INFLUENCES
1. Achievement	Piper	 <i>Picture 1.a</i>	a. (00:52:29)	Piper knows many trapdoors in the city, which will help Willy Wonka to sell chocolate as well as an escape route when he is caught by the police.
	Larry	 <i>Picture 1.b</i>	b. (00:52:36)	Larry knows how to make sounds in water, which is interesting and he wants to help Willy Wonka sell his chocolates.
	Lottie	 <i>Picture 1.c</i>	c. (00:52:46)	Lottie, who used to be a communicator when needed, would help Willy Wonka in his mission to sell his chocolates.
	Abacus	 <i>Picture 1.d</i>	d. (00:53:28)	Abacus, a former secretary, was initially pessimistic about Willy Wonka, but he



believed in Willy Wonka after tasting the chocolate given by Noodle.

Noodle	 <i>Picture 1.e</i>	e. (00:34:21) <i>Noodle: "This one looked rather familiar."</i>	Noodle helps Willy Wonka by showing Scrubitt a photo of a Bavarian nobleman to trap him while Noodle cleans the floor, so that Willy Wonka can get out of Scrubitt's washing House.
Scrubitt	 <i>Picture 1.f</i>	f. (00:34:21) <i>Scrubitt : "Are you telling me Bleacher is a Bavarian aristocrat?"</i>	Scrubitt is lured into a trap set by Willy Wonka and makes Scrubitt curious about Bleacher.
Bleacher	 <i>Picture 1.g</i>	g. (00:33:33) <i>Willy Wonka : "She's madly in love with you."</i>	Bleacher fell for Willy Wonka's trick, believing that Scrubitt was in love with him. And Bleacher starts following his suggestion.
Zookeeper	 <i>Picture 1.h</i>	h. (00:39:13) <i>Zoo Guard : "What is this?"</i>	To get into the zoo, Willy Wonka makes special chocolates delivered by Noodle for the zookeeper which



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			makes him enter the realm of music and dance.
2. Exhibition	Slugworth	 Picture 2.a	<i>a. (00:30:01)</i> Slugworth : "We think that Mr. Wonka might require a little more than simply moving on."
	Fickelgruber	 Picture 2.b	<i>b. (00:30:10)</i> Fickelgruber : "He only charges a sovereign a chocolate. So, anyone can afford them, even the..."
	Prodnose	 Picture 2.c	<i>c. (00:30:31)</i> Prodnose : "We want you to send Wonka a message. Backup with psychical force."



physical
violence.

Chief of Police	 Picture 2.d	<i>d. (00:33:13)</i> Chief of Police: "Oh, Deal!"	At first the Chief of Police did not agree with the offers from them. But they gave 1,800 boxes of chocolate to the police to arrest Willy Wonka, and he agreed.
3. Recognition Chief of Police	 Picture 2.d	<i>e. (00:56:21)</i> Chief of Police: "Make sure They're all frisked."	The Chief of Police made sure that everything had to be searched and made sure to arrest Willy Wonka and his coworkers.

After analysing the type of ambition described in the previous data, it can be concluded that the ambition reflected by Willy Wonka affects other characters in *Wonka* (2023). There were 11 characters in *Wonka* (2023), namely: Noodle, Lottie, Piper, Larry, Abacus, Fickelgruber, Prodnose, Scrubitt, Bleacher, Chief of Police and Zoo Guard, which are affected by the characteristics of Willy Wonka's ambition. Of the eleven characters, the most affected is Noodle, because Noodle is the one who is most often with Willy Wonka before Willy Wonka knows his other coworkers, and Noodle is the one who first appreciates Willy Wonka that he is a great chocolatier.

a. Noodle

Noodle helps Willy Wonka sign a contract at Scrubitt's laundry house, where Wonka is confused by the terms. Noodle advises him to read the smallest sheet, but Scrubitt throws Noodle out after he reveals this. Noodle realized Wonka's talent as a chocolatier when he sold *Hoverchoc* chocolates at Galleries Gourmet (00:11:38). Noodle also helped Wonka learn to read, cementing their friendship, which led to Wonka's promise to make chocolates for him. Later, Wonka shares his ambition to open a chocolate factory in the city (00:28:08). Noodle supports Wonka through various challenges, including avoiding Scrubitt and rallying colleagues to help realize Wonka's dream of owning a chocolate factory.



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b. Slugworth

Slugworth, a well-known chocolate factory owner at Galleries Gourmet, felt threatened by Willy Wonka's introduction of Hoverchoc (00:11:38), due to Wonka's exceptional talent. In response, Slugworth resorted to underhanded tactics, convincing the Chief of Police to arrest Wonka as he began selling his chocolate (00:33:13). Slugworth was not alone in his schemes; he collaborated with his coworkers, Fickelgruber and Prodnose, to get rid of Willy Wonka.

c. Fickelgruber

When Willy Wonka introduced his Hoverchoc chocolate at Galleries Gourmet (00:11:38), it drew the attention of Fickelgruber, along with his colleagues Slugworth and Prodnose. Fickelgruber, a renowned chocolatier, shares a goal with Slugworth and Prodnose: to eliminate Willy Wonka. The trio collaborates closely in managing their chocolate factory and devising plans to oust Wonka. Fickelgruber's motivation to remove Wonka is partly due to Wonka's pricing strategy, as he sells his chocolate for only one sovereign (00:30:10).

d. Prodnose

Prodnose is also the owner of a famous chocolate shop, when he first tries the Hoverchoc chocolate that Willy Wonka introduces at Galleries Gourmet, seen in (00:14:15) along with Fickelgruber and Slugworth. This is what makes Willy Wonka have a different appeal that makes Prodnose and his coworkers Slugworth and Fickelgruber feel threatened, seen in data (00:30:31). In fact, this makes Prodnose want to get rid of Willy Wonka and stop the sale of Wonka's chocolate as much as possible, as seen in the data (00:30:31).

e. Chief of Police

The Chief of Police initially works according to his duties but complaints from Slugworth (00:30:01), Fickelgruber (00:30:10), and Prodnose (00:30:31) who feel that they must get rid of Willy Wonka, negotiations occur and make him fall prey to the bribes given by Slugworth, Fickelgruber, and Prodnose and he agrees (00:33:13). It starts with him still doing his job properly, but when Willy Wonka first arrives at Galleries Gourmet (00:11:38) and then Slugworth, Fickelgruber and Prodnose try to eat the Hoverchoc chocolate that Willy Wonka made (00:14:15) this makes him get bribed and must arrest Willy Wonka (00:56:21).

f. Piper

Piper, who knows all the waterways in the city (00:52:29), wants to help Willy Wonka sell his chocolates in the city (00:56:15). This makes it easier for Willy Wonka to get in and out when being chased by the Chief of Police who is trying to stop him from selling chocolate and arrest him (00:56:21).

g. Abacus

Abacus, a former secretary of Slugworth, Fickelgruber and Prodnose, is initially pessimistic about Willy Wonka. But after Noodle gave Willy Wonka's chocolate to Abacus, he helped Willy Wonka in selling his chocolate (00:53:28). Wherever Willy Wonka sells his chocolate, Abacus is there to help Willy Wonka (00:56:15).

h. Larry

Larry, who talks like he's in water (00:52:36), helps Willy Wonka to sell his chocolates, supporting Willy Wonka by accompanying him on his journey to sell his chocolates (00:56:15).



i. Lottie

Lottie is a good communicator (00:52:46), who helps Willy Wonka sell his chocolates. She becomes the watchdog to give the code if the police start coming and will arrest Willy Wonka, on his way to sell the chocolate, Lottie always helps Willy Wonka in it (00:56:15).

j. Scrubitt

Scrubitt, who owned a lodging house under the pretext of opening an inn to help people who did not have a sovereign, but it was a lie. Those who could not afford to pay would be bound by contract and confined to the laundry house and work by washing clothes, which is what happened to Willy Wonka and Noodle. Willy Wonka, who does not have much money, finds this difficult, so he plans with Noodle to get out of the laundry house to sell chocolate and earn sovereigns (00:28:08). Scrubitt then falls into the trap Willy Wonka set with Noodle's help (00:34:21), so that he can get out to sell the chocolate.

k. Bleacher

Bleacher is Scrubitt's man who guards Scrubitt's laundry house, Willy Wonka makes a plan with Noodle to get him out of the house (00:28:08). Willy Wonka carries out his plan by tricking Bleacher into saying that Scrubitt is in love with him (00:33:33), a series of plans that make Bleacher neglect to keep an eye on Scrubitt's laundry house.

l. Zookeeper

Willy Wonka needs giraffe milk to make his chocolate, but the zoo has a zoo keeper at the entrance. Willy Wonka decides to give the chocolate to the zookeeper with the help of Noodle so that he can get inside (00:39:01). This leads the zookeeper into singing and dancing (00:39:13), after which Willy Wonka and Noodle can enter the zoo and milk the giraffe.

In short, the character of Willy Wonka in *Wonka* (2023) is represented as someone who is persistent in having ambitions. Described as someone who is unique and unyielding in pursuing his ambitions, Willy Wonka has faced many things to sell his chocolate. Based on the discussion above, the ambitious effect that Willy Wonka has is influential in every other character in *Wonka* (2023). That everything that wants to be achieved and achieved must have a way out, including Willy Wonka's journey involving his coworkers to become friends in selling his chocolate in the city. Every effort and plan he makes, gets results with Willy Wonka being able to sell his chocolate and get the ingredients used in making his chocolate. This discussion discusses the effects of ambitiousness through the plans Willy Wonka creates to achieve his desires.

5. CONCLUSION

Drawing from descriptive qualitative research and content analysis techniques applied to the theory of ambition as reflected by Willy Wonka in the film *Wonka* (2023) directed by Paul King.

Based on the above results, dreams, ideals, and other goals can be realized through effort and ambition with perseverance and belief. This is exemplified by Willy Wonka, with his confidence in his idea that attracts the attention of many people and his ambitious nature that continues to support him in his journey to achieve his desires.



Willy Wonka's aspiration to establish his own chocolate factory at Gallery Gourmet significantly influenced his co-workers at Scrubitt's laundry, who helped him in his efforts to sell chocolate and raise sufficient funds to realize his dream of opening a chocolate factory.

ABOUT THE AUTHOR(S)

Annisa Azhar is a seventh semester English Education student at the Faculty of Teacher Training and Education. Annisa is currently studying at Universitas Muhammadiyah Surakarta. With great curiosity towards the outside world and daring to try, she is motivated to always develop and explore new things.

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