

**AN ANALYSIS OF NARCISSISM AS SEEN FROM NORMA DESMOND
CHARACTER IN *SUNSET BOULEVARD* (1950)**

THESIS

**Submitted in Partial Fulfillment of the Requirements for the Degree of
*Sarjana Humaniora***



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Wassalamu'alaikum wa rahmatullahi wa barakaatuh.

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DEDICATION

This thesis is dedicated to:

1. My beloved parents
2. My dearest brother and sister
3. My sweet family
4. Calliope class
5. English Letters 2019 UIN Raden Mas Said Surakarta
6. English Letters study program UIN Raden Mas Said Surakarta
7. Lecturers of English Letters study program UIN Raden Mas Said
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MOTTO

“Indeed, with hardship (will be) ease”

(Quran, 94:6)

“If life gives you lemons, make lemonade”

(Unknown)

“We have to have dreams, high dreams, and school is the road we start on. Don’t
give up. Don’t ever give up”

(Andrea Hirata, The Rainbow Troops)

PRONOUNCEMENT

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I hereby sincerely state that the thesis *entitled An Analysis of Narcissism as Seen from Norma Desmond Character in Sunset Boulevard (1950)* is my own original work. To the best of my knowledge and belief, the thesis contains no material previously published or written by another except where due references are made.

If later proven that my thesis has discrepancies, I am willing to take the academic sanctions in the form of repealing my thesis and academic degree.

Surakarta, June 14th, 2023

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ACKNOWLEDGEMENT

Alhamdulillah, all praise to Allah the Lord of the universe, God almighty for all His blessings and mercies, the researcher was able to finish this thesis entitled *An Analysis of Norma Desmond Character in Sunset Boulevard* (1950). Shalawat and Salam to Prophet Muhammad PBUH, the great leader of Islam.

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The researcher acknowledges that this thesis is far from being an arbitrary undertaking. It is initiated with a sense of motivation and inquisitiveness. The researcher sincere wish is that this thesis proves to be beneficial to fellow researchers and readers at large.

Sukoharjo, June 14th, 2023

The Researcher,



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ABSTRACT

Khadija Albar Hanafi. 2023. *An Analysis of Narcissism as Seen from Norma Desmond Character in Sunset Boulevard (1950)*. Thesis. English Letters Study Program, Faculty of Cultures and Languages.

Advisor: Shabrina An Adzhani, S.S., M.A

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Narcissism refers to a personality trait reflecting an exaggerated sense of self-importance, a need to be recognized, adored, and lack of empathy for other. Narcissists nowadays seek to promote themselves through social media in order to be recognized by other, while narcissists in classic Hollywood era, seek to promote themselves through television and radio. This research conducted in two research questions as main discussion which are the aspects of narcissism and the affects of narcissism as seen in Norma Desmond character in *Sunset Boulevard* (1950). The purpose of this study is to understand the concept of narcissism, elaborate the aspects of narcissism, and describe how narcissism affects narcissists' personality.

This study utilizes theory of narcissism by Campbell & Crist (2020) which encompasses three aspects of narcissism and six concepts of how narcissism affect narcissist' personality. Drawing upon this framework, the researcher aims to investigate how narcissism in people's personality. The researcher focuses on Norma Desmond character who depicted has narcissism trait related to the three aspects of narcissism: agentic extraversion, antagonism, and neuroticism and how narcissism affects narcissists' personality such as overconfidence, grandiosity, infidelity, aggression, mistrust, and fragility.

To analyze the data, the researcher used qualitative methods, and the researcher herself is a research instrument of this study. The data for this study are in the form of words and images collected from dialogues and screenshots. Data collection techniques of this study are the researcher watched *Sunset Boulevard* (1950) movie repeatedly; observed and collected the data from *Sunset Boulevard* (1950); reviewed the data collected used the theory of narcissism by Campbell & Crist (2020); classified the data; and coded the data. in this study, the researcher used a validator to validate the data. This research used data analysis techniques from Spradley, which are domain analysis, taxonomy analysis, componential analysis, and cultural theme analysis.

The result of this research is that the finding data dominant of narcissism as seen from Norma Desmond character in *Sunset Boulevard* (1950). The total amount of data are 66 data. The researcher found 3 aspects of narcissism are found in Norma Desmond character in *Sunset Boulevard* (1950) which consist of agentic extraversion 31 data, antagonism 25 data, and neuroticism with 10 data. Agentic extraversion is the dominant data of aspect of narcissism. Also, the researcher found that there are four the way narcissism affects narcissists' personality which consist of grandiosity 36 data, aggression 15 data, mistrust 5 data, and fragility with 10 data. It can be seen that grandiosity is the dominant data of the second problem statement.

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LIST OF ABBREVIATIONS

AE : Agentic Extraversion

AN : Antagonism

N : Neuroticism

O : Overconfidence

G : Grandiosity

I : Infidelity

A : Aggression

M : Mistrust

F : Fragility

CHAPTER I

INTRODUCTION

A. Background of the Study

The term narcissism refers to a personality trait reflecting an exaggerated sense of self-importance, a need to be recognized and adored, and lack of empathy for others (Buffardi & Campbell 2008, p. 1304). Narcissism is a personality trait when a person constantly has a very high view of themselves, has fantasies of success and power, and ignore the feelings or needs of others. Narcissism represents a psychological condition in which narcissists rely on other people to validate their self-esteem. The narcissists cannot live without an admiring audience (Lasch, 2018).

According to Masterson (1988, p. 90) narcissists are exhibitionistic, self-assured, single-minded, showing aura or success in career and relationship. Narcissists have everything such as talent, wealth, beauty, health, and power with a strong sense of knowing what they want and how to reach their goals. They are showing their looks and skill in order to gain people's admiration. Narcissistic individuals focused on the recognition and elite status the fame confers and believed future fame to be more realistic than their less narcissistic counterparts (Greenwood et al., 2013, p. 494). They are strived to get fame in order to get recognition.

According to Bushman & Baumeister (Jabeen et al., 2020, p. 2), narcissism is strongly associated with reward seeking behavior. Narcissists have tendency to be admired by other people. The reward seeking behavior can be associated with celebrity which in today society, being famous is

something more way easily achieve especially with the emergence of various social media. Buffardi & Campbell (2008, p. 1303) stated that social networking sites offer a gateway for self- promotion via self-description, vanity via photos, and large numbers of shallow relationships and each of which is potentially linked to trait narcissism. Social networking websites such as YouTube and MySpace have enabled millions of users to create their own online personas, promoting their own personal dramas until they appear as captivating as any played out in Hollywood (Pinsky & Young, 2009, p. 14). Instagram also is an ideal platform for individuals to engage themselves to gain more visibility (Jabeen et al., 2020, p. 3). Those social networking sites widely used by many people around the world has contributed to online self-promotion and self-presentation related to narcissism when people uploading their photos and videos in order to gain likes and comments. (Buffardi & Campbell, 2008, p. 1305).

Nowadays, the new level connectivity that comes from social media platforms such as Facebook, Twitter, or Instagram provide a new way to become popular because those social media exist as a new medium for self-promotion of narcissists. The impact is that narcissists are easier to spot and recognize because they like “promising area” to get fame and recognition instantly. This phenomenon stimulated the researcher to conduct a study about narcissism in order to understand more about narcissists’ personality and how to deal with them.

Narcissism has been alluring in movie which is the part of literary works. The concept of narcissism has a clear connection to literature

because it comes from myth story of Narcissus in Ovid's *Metamorphoses* (Joshi, 2017, p. 90). The term of narcissism in American industry align with the phenomenon of Hollywood industry started in classic Hollywood cinema era linking the image of stars in that time such as Bette Davis, Marilyn Monroe, and Gloria Swanson uniting genres like romantic comedy, noir film, and melodrama, the figure of the narcissistic woman stands as a versatile, ever present extra and intradiegetic force in the dream factory of classical Hollywood (Salzberg, 2010).

One of the classic Hollywood cinemas entitled *Sunset Boulevard* (1950) portrayed narcissism in the main character named Norma Desmond who craved to be adore and had big sense of success and fame into Hollywood movie industry. Norma was one big silence picture star in Hollywood industry. During her heyday, she gained big success, she starred many pictures, and had million fans and people adored her. *Sunset Boulevard* (1950), one of the classic Hollywood cinema, lies in the familiarity with Hollywood and the cinema world which is close to today's audiences culturally speaking (Mateo, 2022, p. 90). Narcissistic individuals in classic Hollywood cinema invested in interaction between material actuality such as fame and recognition and projection possibility related to adore by spectators. It linked with one of the aspects of narcissism namely agentic extraversion that narcissists who are highly agentic in extraversion tend to drawn to success, fame, and opportunities to achieve, excel, and get recognition (Campbell & Crist, 2020).

Back then in 1950s, television was one of the medium for people to gain stardom. In Hollywood industry for example, actresses who want to have career in Hollywood must be associated with studio like Paramount, thus they can be in a good managerial, signing contracts, published as a star, and can appear on TV or movie cinema. It same like Norma Desmond did in *Sunset Boulevard* (1950). In order to prepare her comeback in Hollywood, Norma Desmond wrote many scripts she will send to DeMille, top director who was directed Norma's pictures back then in her heyday with Paramount Studio. She did that thing to gain success and fame, get recognition like she used to get in her past stardom.

The phenomenon of narcissism in classic Hollywood cinema in particularly depicted in Norma Desmond character in *Sunset Boulevard* (1950) has a same pattern like nowadays narcissism. Narcissism back then in classic Hollywood cinema which described the way to gain success and fame was limited by joining studios in Hollywood industry because there was limited medium such as only television, movie cinema, or radio. While nowadays, people can gain success, fame, and recognition not only by joining studio, but there are also many variations of media such as social networking sites like MySpace, Facebook, and Instragram.

The discussion of narcissism already existed in 1950s when *Sunset Boulevard* (1950) allured spectators with a depiction of narcissism in *Norma Desmond* character. This discussion of narcissism becomes important because the phenomenon of narcissism itself can still be seen today. Therefore, the researcher is interested in analyzing narcissism in *Sunset*

Boulevard (1950). Based on the phenomena and the way narcissism reflected in classic Hollywood cinema and nowadays, the researcher uses *Sunset Boulevard* (1950) as an object of this study. In this modern era, narcissistic trait has been depicted in some movies such as *The Devil Wears Prada* (2006) which focused on describing narcissism limited in narcissism related to leadership. Contains more context about narcissism to explore than *The Devil Wears Prada* (2006), Narcissism can be seen in Norma's daily life, her endeavor to reach success fame; recognition; and her relationship with her script writer, Joe Gillis; and the relationship with other people.

Several studies have been conducted about the term narcissism to analyze several literary works. First, a study from Kiranamita & Samanik (2021) entitled "The Portrayal of Malignant Narcissism in the Villain Characters of Disney Movies". The study focused on malignant narcissism and narcissism personality disorder's symptoms on character Jafar in *Aladdin* movie (2019) and Cinderella's step mother character in *Cinderella* movie (2019). Second, a study from Katarina Ilić (2019) entitled "Impoliteness and Narcissism: The Analysis of Culpeper's Impoliteness Model in *Gone With the Wind*". This study, focused on the impoliteness superstrategies by Jonathan Culpeper in the light of narcissistic language. The result of this study explained a significant correlation between narcissistic personality disorder and impoliteness and the quality of relation. Third, a study from Pratama & Aji (2017) entitled "Willy Wonka's Narcissistic Personality in Roald Dahl's *Charlie and the Chocolate*

Factory”. The study focused on Willy Wonka’s character who suffered narcissistic personality because lack of social life, has been isolating himself for years and it caused him to become more egoistically and wanted to be a center of everything.

Narcissism has gained attention in recent years due to its significance in literary works. However, despite those numerous studies that have investigated narcissism, there still remains a gap in understanding of narcissism. The research gap between previous studies and this study is that there is no research which put the study of narcissism in *Sunset Boulevard* (1950) movie using a theory of narcissism by Campbell and Crist (2020). This gap presents an opportunity for further research to analyze narcissism in *Sunset Boulevard* (1950) which is the focus of this study.

To analyze *Sunset Boulevard* (1950), the researcher used the theory of narcissism by Campbell & Crist (2020) from their book entitled “The New Science of Narcissism: Understanding One of the Greatest Psychological Challenges of Our Time and What You Can Do About It.” Unlike any other narcissism experts, Campbell & Crist (2020) constructed recipe of narcissism from the Big Five which underlie personality trait contains openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism. This Big Five according to Campbell & Crist (2020) is the main ingredient considered necessary to make narcissism related to its aspects and how narcissism affects narcissists’ personality. Other narcissism experts have never discussed the aspects and the affects of narcissism in detail like Campbell & Crist did which they constructed the

discussion of narcissism from the Big Five and it makes the readers of the book and the researcher herself to understand the basis fundamental of narcissism.

Although the movie was released almost a century ago, it still relevant to conduct a study of narcissism in *Sunset Boulevard* (1950) because the portrayal of narcissism related to the aspects and effects of narcissism can be seen clearly in a main character of the movie named Norma Desmond. Also, there is no previous study which applied the theory of narcissism from Campbell & Crist (2020) to analyze Norma Desmond Character in *Sunset Boulevard* (1950).

Figure 1. 1: Norma and her photographs



This is one example of narcissism as performed by Norma Desmond in *Sunset Boulevard* (1950). Narcissism is seen by her agentic extraversion which according to Campbell & Crist (2020) is related to confident, craved for success and fame, and grandiosity. They also stated that the narcissists expect to be recognized and see themselves as a big deal and worth to treat that way.

In this scene, Norma Desmond has many pictures of her all over the house. She likes other people to see and admire her, thus she filled her house

with her photographs so people who come along can see her. The sense of agentic extraversion and grandiosity related to self-admiration reflected in narcissistic individuals where they believe in their confidence and attractiveness that they deserve to be seen and to be adored. They have a lack of shame, only thinking about themselves and only do care about people pleasing and praising them. They have a strong need for admiration and attention, and they frequently seek praise and validation from others in order to increase their self-esteem.

Based on the statement above, the researcher chose *Sunset Boulevard* (1950) as the object of the study. The researcher only focuses on Norma Desmond character who depicted narcissism trait. Norma Desmond is a main character who has the biggest role in narcissism. She is the most prominent character who exhibits the aspects of narcissism such as agentic extraversion, antagonism, and neuroticism. Norma Desmond character also shows how the desire for attention and validation can lead to destructive behavior and the sense of entitlement she wants to gain related to fame and success. The researcher starts to discuss about the aspect of narcissism and then branch out to how narcissism affects narcissists' life. Therefore, it is necessary to explore and analyze this research through conducting a study entitled "An Analysis of Narcissism as Seen from Norma Desmond Character in *Sunset Boulevard* (1950)."

B. Limitation of the Study

The researcher limits the discussion about narcissism which focus on the aspects and on how narcissism affects narcissists' personality. For

the discussion, the researcher used the theory of narcissism by Campbell and Crist (2020) from their book entitled *The New Science of Narcissism: Understanding One of the Greatest Psychological Challenge of Our Time and What You Can Do About It* to answer the research questions. For the object, the researcher limited the object of the study by using *Sunset Boulevard* (1950) movie and this study focused on one of the characters named Norma Desmond because she is the main character of the movie and she is the one who has narcissistic trait. She portrayed had the aspects of narcissism and can be seen on how narcissism affects her personality as narcissistic individual.

C. Formulation of the Problems

Based on the background of the study and limitation of the problems, the researcher formulated the problems into as it follows:

1. What aspects of narcissism are found from Norma Desmond in *Sunset Boulevard* (1950)?
2. How does narcissism affect Norma Desmond's personality in *Sunset Boulevard* (1950)?

D. The Objective of the Study

Based on the problem formulations, the objectives of the study are as follow:

1. To describe the aspects of narcissism found from Norma Desmond in *Sunset Boulevard* (1950)
2. To explain how narcissism affects Norma Desmond's personality in *Sunset Boulevard* (1950)

E. The Benefit of the Study

There are two kinds of the benefits of the study. First is theoretical or academic benefit accommodating knowledge and practically benefit accommodate the importance of the study and further analysis. The researcher points out the benefits in two points:

1. Theoretical Benefits

Theoretical benefits provide information and description about applying narcissism theory by Campbell & Crist to analyze Desmond's narcissistic behaviors in *Sunset Boulevard* (1950) movie. Theoretical benefit of this study is to contribute to enrich understanding about narcissism theory applied in literary works. This study can also become a reading material and knowledge as a reference to study about narcissism.

2. Practical Benefits

Practical benefit of this study is to help readers to understand about human behavior related to narcissism by gaining insight how narcissists think, behave, and interact with others and to help readers to identify narcissists in real life thus the readers can avoid potentially unhealthy relationships with narcissist individuals and can be aware of them.

F. Definition of the Key Terms

To avoid ambiguity and understanding about the terms that the researcher uses in this research, the terms can be defined as following:

1. Narcissism

Narcissism is about self-importance, antagonism, and a sense of entitlement (Campbell & Crist, 2020). Narcissistic individuals tend to exaggerate their accomplishment, seek attention, and admiration, and have an inflated sense of their own importance.

2. Narcissist

A narcissists have three key characteristics that they have outrageously high opinion about themselves, do not actually care about other people and narcissists utilize other people in order to maintain their high opinion of themselves (Campbell, 2005). Narcissist is also known as a narcissistic individual.

3. Grandiose

Grandiose narcissism is represented by high self-esteem and interpersonal superiority (Zajenkowski et al., 2018). Grandiose narcissists exaggerate their own accomplishments, talents, and abilities, and believe that they are more special or important than others.

CHAPTER II

LITERATURE REVIEW

A. Theoretical Background

1. Narcissism

The classic story of narcissism comes from the Roman poet Ovid who in 8 C.E released a narrative poem entitled *Metamorphoses* which tells about a young man named Narcissus. According to Bulfinch (1855) and Hamilton (1942) as stated by Campbell & Miller (2011), Narcissus was a youth admired for all his beauty. Narcissus grew up to be exceptionally beautiful and many people fell in love with him. He rejected every single person who adored him, including the nymph Echo, who has been cursed by Hera to only be able to repeat the last words she heard. Nemesis, the avenging goddess punished Narcissus' cruelty by condemning him to experience unrequited love, just as he had done to others. Narcissus became transfixed by his own reflection in a pool of water and his obsession with himself grew stronger until his death, and he transformed into a flower by the Gods after his passing. The flower symbolizes both the beauty and vanity of Narcissus, as well as the fleeting nature of human life.

Narcissism falls into the branch of psychoanalysis. The study of psychoanalysis is learned first from the study of one's self, through the study of one's own personality (Freud, 1920). Individuals with narcissistic tendency can be explored under psychoanalysis study to investigate the underlying emotional dynamics that lead to their

behaviors. One of three components of human personality named id, where human instinct such as food, drive, and gratification represented, has an important part of narcissism because narcissists have strong id because they tend to have attentions, compliments related which can lead to gratification and they unable to control their ego and superego.

The term of narcissism is originated from clinical description by Paul Näcke in 1899 (Fonagy et al., 2012, p. 3). Paul Näcke applied the concept of narcissism to the observation of autoeroticism related to self is treated as a sexual object that refers to the behavior or an individual who treats their own body in a manner similar to how a sexual object is typically treated. This involves looking at, touching, and caressing their body until they achieve complete satisfaction (Campbell & Miller, 2011). Later Freud defined narcissism as a sexual complement to the egoism of the instinct of self-preservation. In this context, narcissism means self-love and egoism means the self-regard manifested in the drive for self-preservation (Fonagy et al., 2012, p. 37).

Freud's original theories and observations on narcissism have remained relevant even in the context of new theory building. A professor of psychology at the University of Georgia, W. Keith Campbell, Ph.D, an expert on narcissism, personality, and cultural change, described narcissism as a term contains self-importance, antagonism, and a sense of entitlement. It can be said that narcissism is related to ego and entitlement. Narcissists believe they are more important than other people and deserve to be treated that way.

The term narcissism commonly linked to cause distress to important individuals in a person's life. Essentially, a narcissist's self-centered and controlling actions tend to cause resentment or fear in their friends, family, and colleagues who consequently avoid interacting with them (Campbell & Crist, 2020). Narcissists tend to exploit people around them physically and emotionally only for their own benefit. It related to narcissistic trait of lack of empathy.

a. Aspects of Narcissism

According to Campbell & Crist (2020), there are three key ingredients as aspects of narcissism: agentic extraversion, antagonism, and neuroticism. The explanation as it follows:

1) Agentic Extraversion

Agentic extraversion is the most attractive features of narcissism. according to (Campbell & Crist, 2020) agentic extraversion captures confidence and social boldness, as well as the ability to achieve goals, ascend to leadership, achieve other positive outcomes. It means that people with agentic extraversion are often seen as charismatic and effective at achieving their goals. They know exactly what they want and what they have to do to achieve it. This is in line with Campbell & Crist (2020) statement that people with agentic extraversion tend to focus heavily on task and projects, they are influenced by rewards, including psychological reward, they are drawn to success, fame, and opportunities to achieve, excel, and get recognition.

Narcissists with agentic extraversion tendency are extraverted, can strive for power and dominance but low on agreeableness and not interested in affiliation and intimacy (Morf et al., 2012, p. 60). They do not give up easily and be serious about what they want to have. Narcissism associated with self-worth tendency on achievement that may earn attention and admiration from other. They are high in assertiveness, activity, and excitement seeking (Miller & Campbell, 2012, p. 149). They also strong in self-esteem, social dominance, self-assuredness and an ability to exert control over others. This magnified self-view are primarily agentic and characterized by self-love and self-enhancement striving which are likely confined to achievement and dominance-relevant domains (Bosson & Weaver, 2012, pp. 265–268).

2) Antagonism

According to Campbell and Crist (2020) when it comes to a core trait of narcissism, antagonism is clearly much more destructive than extraversion. Antagonism at the same time has advantages. It can be helpful in breaking rules, asking for higher pay, and being assertive in sports. It also has a dark side too. Antagonism is linked to emotional and physical abuse, cheating, numerous antisocial behaviors, rape, sexual assault, and partner abuse (Campbell & Crist, 2020).

Antagonism is where narcissists' sense of entitlement, lack of empathy, manipulateness, and belief in their superiority exist (Campbell & Crist, 2020). Narcissists' with antagonism trait are tend not to think about other people. They do not care what happened to

people even if it's their own doing. Antagonism prevents narcissists from cooperation, commitment, and satisfactory relations with others (Kwiatkowska et al., 2019, p. 142). This can be led to interpersonal conflict which contrast the incompatibility of conditions perceived by a person due to communication barriers, differences in goals and attitudes. Antagonism includes a sense of superiority to others and a sense of entitlement which means a person's needs matter more than those of others (Campbell & Crist, 2020) revealed that people who have high level of antagonism exists can reveal itself in different ways including as dominance, superiority, and arrogance, involve bragging, showing off, or entitlement which means a person's needs matter more than other and it.

Narcissistic abuse in relationships comes from the feature of antagonism and predicts aggression when people are threatened. In fact, people who have high level of antagonism can reveal antagonism predicts aggression even when the narcissistic not but threat is a big trigger, including being rejected, being told that narcissists are not good enough, or being told that they cannot do what they want (Campbell & Crist, 2020). In this antagonism feature, that narcissists use control tactics to manipulate people.

3) Neuroticism

Neurotic people are hard to be around because they need more support, have negative thoughts about the present and the future, see more threat in the environment, and are hard to comfort (Campbell &

Crist, 2020). This can lead to a cycle of negative emotions and behaviors. Neuroticism associates with sadness and depression which are internalizing emotions, also hostility and anger which are externalizing emotions (Campbell & Crist, 2020). This means that individuals with neuroticism experience negative emotions internally and express them outwardly.

Neuroticism is generally negative. Neuroticism in general discuss about sadness and depression which is internalizing and hostility that leads to anger which is externalizing. Miller and Maples (2012, p. 73) neuroticism measures an individual's tendency to experience a variety of negative emotions such as depression, anxiety, and anger. This is in line with Campbell & Crist (2020) explained that neuroticism is associated with anxiety, fearfulness, self-consciousness and emotional reactivity and neurotic people often get angry or aggressive when faced with threats. They are like threat detection because they see many threats in the world which people on the emotionally stable side see fewer threats.

Beside depression and hostility, inside neuroticism also include self-consciousness, vulnerability, anxiety, and impulsiveness (Miller & Maples, 2012, p. 82). Neurotic people are likely a threat detection. They are very sensitive (Campbell & Crist, 2020) which narcissists saw many threats in the world while people on the emotionally stable side see fewer threats. Neurotic people also have low self-esteem which leads to excessive worrying. They are very fragile, neediness, and reactivity.

a. How Narcissism Affects Narcissists' Personality

According to Campbell and Crist (2020), narcissism affects a person's personality with narcissistic problems that exist within the narcissistic self. There are six ways how narcissism affects narcissist's personality:

1) Overconfidence

Overconfident is closely related to risk taking and it can lead to catastrophic consequences (Campbell & Crist, 2020). Overconfidence is a judgmental error in which people overestimate their own accuracy (Schaefer et al., 2004, p. 473). Campbell & Crist (2020) put the example of a trader names Nick Leeson who was in the 1990s caused Barings Bank to lose \$1.3 billion, which was twice the bank's available trading capital, leading to a major collapse. It involved a CEO who supported risky behavior. During financial crisis, overconfident CEO were more likely to weaken lending standards and increase their leverage. This made their companies more vulnerable to the economic downturn, resulting in more loan defaults, greater drops in operating and stock return performance, and a higher likelihood of CEO turnover. In this case, the CEO was overconfident in his decision-making and did not realized it caused catastrophic things to happen. The problem with risk-taking is that people believe they can get away with it, make up for it if they fail, or take a bigger risk to cover up the earlier risk.

Narcissists in general take risks, observe the feedback, do not learn from those risks, and take more (Campbell & Crist, 2020).

Narcissistic individuals in particular are prone to taking risks and less likely to learn from their mistakes and can lead to a cycle of risk-taking and poor decision making. This lack of ability or willingness to learn from mistakes can eventually lead to the taking of even bigger risks.

Similarly, the state of heightened risk-taking can be understood as a manifestation of narcissists' preoccupation with achieving success (Campbell et al., 2004, pp. 2–3). Narcissists' belief in their own superiority may prevent them from making realistic judgements necessary for successful decision-making, leading to excessive risk-taking and overconfidence.

2) Grandiosity

Grandiosity individuals are generally thinking they are a big deal and grandiosity linked to competitiveness, overestimating, one's attractiveness, and a lack of shame (Campbell & Crist, 2020). Narcissists perceived as a big deal. This inflated self-worth can manifest in various aspects of their lives, including personal relationships, professional pursuits, and public interactions. Grandiosity line up with extraversion and low agreeableness, and needing admiration is an example of self-regulation. This can influence narcissists' personality and impact interactions with others. Grandiosity is when a person has a grandiose sense of self and expects to be recognize for it (Campbell & Crist, 2020).

Narcissists with grandiosity are tend to have high viewed of themselves. In line with Campbell & Crist (2020) that grandiose

narcissist are ambitious, driven, charming individual, have high self-esteem, generally feel good about themselves. It can inflate their view of their own abilities, accomplishments, and value. Grandiose narcissist who feel outcast and rejected and seeks status a revenge against all those who harmed him

3) Infidelity

Infidelity related to a unfaithful in relationship which consider it as s hurtful act and it is driven by attention-seeking and reward-seeking (Campbell & Crist, 2020). Infidelity can also mean having a large number of relationships outside of primary one. There are several reasons to believe that one trait associated with infidelity is narcissism, a multifaceted personality style characterized by tendencies toward exploiting others, a general lack of empathy for others, and a pervasive confidence in one's abilities (McNulty & Widman, 2014).

Narcissistic individuals who has infidelity trait, including sexual infidelity, generally are socially confident and outgoing, they have a large number of relationship with someone outside primary ones (Campbell & Crist, 2020). Narcissism is linked to lower quality in relationships, for instance individuals who are more narcissistic are likely to have weaker commitment to their romantic partners, engage manipulative behavior, be more prone to infidelity than less narcissists people, and generally express lower levels of relationship satisfaction (Foster et al., 2006, p. 377).

According to Campbell & Foster (in Altınok & Kılıç, 2020, p. 2) that narcissists' romantic relationships are reported to be transitory, which means lacking in commitment. The link between narcissism and commitment to be romantic relationship partner indicates a negative correlation and it demonstrates low levels of commitment, are susceptible to infidelity, and have a greater number of divorces than non-narcissists. They tend to prioritize their own needs and desires above those of their partner, and may view their partner as a means to fulfill their own needs rather than as an equal and valued partner in relationship.

4) Aggression

Aggression is harmful and pushes people away and can lead to bullying and physical violence (Campbell & Crist, 2020). Aggression linked to domination which can drive into bullying or manipulateness, and violence. Narcissistic individuals can be aware that their aggression is harmful and pushes people away and can lead to bullying and physical violence.

Narcissists use ambition and charm to reach their goals of sex, status, and stuff which sparks self-esteem and pride, but if not achieved, the self defends against an ego threat through aggression (Campbell & Crist, 2020). Aggression allows them to control other as a respond if they triggered with something they cannot achieve. Aggression can be destructive to other people.

When people are threatened, it predicts aggression even when they are not, but threat is a big trigger, including being rejected, being told they are not good enough, or being told they cannot do what they want (Campbell & Crist, 2020). Narcissistic individual related to aggression perceive rejection as a threat to their self-esteem. They do not want their self-esteem to fall. This aggression can be in forms of verbal abuse and physical violence.

Narcissists are heavily invested in their high opinion of themselves and seek validation from others. If anyone challenges or undermines their self-image, they react aggressively but only towards those individuals. This aggressive response serves as a way for narcissists to protect and uphold their grandiose self-view (Baumeister et al., 2000, pp. 27–18).

5) Mistrust

Mistrust is linked to basic attachment, when children grew up in environment which makes them to be less trusting of others and guarded in their relationship with other people (Campbell & Crist, 2020). Mistrust people think to never show their weakness to others because they will only take advantages of it (Loeffler et al., 2020). People who have mistrust have difficulty forming secure attachment in their adult relationship.

Campbell & Crist (2020) stated the mistrust problem occur when people grow up and want to enter a healthy environment where trust works, but their tendency to mistrust others hinders close relationships.

Young (1993, 2003) in Behary & Dieckmann, (2012, p. 445) has the concept of early maladaptive schemas which contains that mistrust came from childhood experiences in children's psychology, emotional, and physical needs are not being adequately met and where secure attachment is distracted. Once those functions are distracted, it can negatively affect the expression of children in emotional development. A patient who has mistrust will likely carry potential beliefs, emotional responses, bodily sensations, and behavioral reactions that linked in early experience, like "people are only nice to me because they want something from me... people will use me and manipulate me for their own gain... people will hurt me"

Narcissists with vulnerable sense are particularly avoidance-oriented and often suspicious, fearful, and mistrustful (Campbell & Crist, 2020). That is, narcissistic individuals may treat others poorly because they anticipate being treated this way by others. As narcissists tend to have difficulties trusting others, their grandiosity view of themselves believe that others are not worthy of their trust or that others are inferior to them.

6) Fragility

Fragility is related to the issue of self-esteem fragility, where if someone says something negative or unflattering, narcissistic individuals become reactive or destabilized by it (Campbell & Crist, 2020). Fragile sense of self in human beings needs support, and it can be got by having and possessing things (Cisek et al., 2014). Fragility

refers to the quality of being easily damaged, broken, or disrupted. A fragile individual may lack resilience, flexibility, or adaptability, making it more susceptible to collapse or failure when faced with unexpected challenges or stressor.

Narcissistic individuals are highly sensitive to ego threat and emotional injury, they are fragile, and easily can be hurt by any information that challenges their inflated self-image (Campbell & Crist, 2020). Fragility refers to a lack of ability to cope with difficult situations. Narcissistic individuals are more vulnerable to experiencing fragility when faced with threats to themselves or when they receive criticism or feedback that challenges their beliefs about themselves. This is because narcissists often rely on external validation and attention to maintain their self-esteem and any threat to this validation can lead to feelings of vulnerability and fragility.

2. Sunset Boulevard Movie

Sunset Boulevard (1950) is a noir movie released in 1950 directed by Billy Wilder. Starring Gloria Swanson who played a role as Norma Desmond who used to be a great silent actress in Hollywood. One day a script writer Joe Gillis (William Holden) was being chased by creditors because he did not pay the car loan as agreed. The wheels of his car were shot off by the creditors, hoping he would stop but he accidentally turned the corner into the yard of Desmond's house. There in the Desmond's big house, met a former great actress and a script writer who will lead spectators into a story of violence, madness and death.

Norma Desmond depicted has narcissistic traits that affect her personality. She is more like a vampire who derives her power from draining the vitality of those in her vicinity (Gemünden, 2008, p. 79). She was crazy about being a big actress, aggressive, and exploiting the people around her, including Joe Gillis. She did not allowed Gillis to go home. She tends to force him to stay with her in her house. She is very emotional towards anything offends her, never cared about anything else but her.

Sunset Boulevard (1950) received high ratings, 8.4/10 on IMDb and 98% on Rotten Tomatoes. Not only received high ratings in online movie rating websites, *Sunset Boulevard* (1950) also won many prestigious awards such as in Oscar for best writing, story, and screenplay, best art direction-set decoration, black-and white, and best music, scoring of a dramatic or comedy picture. In Golden Globe won for best motion picture, best director, best actress, best original score, best supporting actor, best screenplay, and best cinematography. In National Board of Review won for best film, best actress, and top ten films.

B. Previous Studies

There are previous studies examined from other researchers. First, a study from Hersh (2020) entitled “Visualizing the Real Reel in Billy Wilder’s *Sunset Boulevard*” discussed about a Hollywood story in *Sunset Boulevard* (1950) movie focused on the way Billy Wilder as a director highlighted classic Hollywood style in *Sunset Boulevard* (1950). The

analysis started from a luxury life style of Hollywood star in Norma Desmond, twists and turns of a movie script writer, Joe Gillis, the exploration of the properties used in the movie, the characters, places, and the background of the characters. Hersh's study in *Sunset Boulevard* has contribution to this study which helped the researcher to understand about the narration and elaborate Hollywood life that is little discussed in this study. The differences between this study and the study conducted by Hersh is in the topic exploration. Hersh focused on examined about the narrative story of *Sunset Boulevard* (1950) movie, about the Hollywood life from the perspective of characters, plot, and property, while this study is focus on Desmond's behavior related to narcissism.

Second, a study from Pérez-Pamies & Lopera-Mármol (2019) entitled "Buoying Corpses Up: A Journey between *Sunset Blvd* (1950) and *Twin Peaks* (1990-2017)". They examined about the cinematography from scene of dead bodies, which captured in *Sunset Boulevard* movie and *Twin Peaks* television series. Those two movies captured the dead bodies and how those dead bodies become served as a catalyst for a complex narrative that spans different time periods, and this narrative is used to explore both and idealized vision of America and it is darker aspects. The death of Joe Gillis who was shot by Desmond in *Sunset Boulevard* (1950) movie analyzed by them start from the angle of the cinematography, physical detail, and rigor mortis from the character. Pérez-Pamies & Lopera-Mármol's study gave a contribution to this study in the way they explained about physical detail of a death body which in *Sunset Boulevard* (1950) that Joe Gillis was killed by

Norma Desmond. It helped the reader understand about the destructive chaos that Norma Desmond made to Joe by giving him several shots. The difference between this study and study conducted by Pérez-Pamies & Lopera-Mármol (2019) is on the focus topic, while this study focused on narcissism traits suffered by Desmond in *Sunset Boulevard* (1950).

Third, study from Harissa entitled “The Analysis of the Main Character’s Malignant Narcissism in John Maxwell Coetzee’s Novel *Disgrace*”. Harissa (2020) examined the narcissism focused in malignant narcissism in Coetzee’s *Disgrace* novel. Harissa used a theory of humanistic psychology by Enrich Fromm to analyze David Lurie as the main character of the novel. The study of malignant narcissism examined in David Lurie using the theory of pathological narcissistic personality disorder by Otto Kernberg which contains symptoms of malignant narcissism such as grandiosity, antisocial behavior, and paranoia. Harissa’s study has a contribution to the researcher to shape this study because the researcher learned how to applied a narcissism theory to analyze literary works. It also makes easier for researcher to elaborate and understand about the difference between pathological narcissism and narcissism as a personality trait. The difference between this study and Harissa’s study (2020) on narcissism is focused on malignant narcissism as a pathological narcissistic personality development while in this study focus on narcissism traits in *Sunset Boulevard* (1950) movie.

Fourth, a study entitled “Narcissistic Traits as Portrayed in the Character of Ravenna in *Snow White and the Huntsman*” by Setyabudi

(2019), examining narcissistic personality disorder using theory by Sam Vaknin in *Snow White and The Huntsman* focused on Ravenna character. The Vaknin's theory described about the nine criteria of narcissistic personality disorder, they are important, obsessed with successful life, popularity, dominance, power, intelligence, beauty appearance, and perfect everlasting love. Setyabudi's study has helped the study in the way the author dissected data used the theory of narcissism, thus the researcher has some insights about the data and how to elaborate it. This research also contributed in shaping knowledge to this study about the differences between narcissistic as a personality disorder and narcissism as a personality trait. The difference between this study and the study conducted by Setyabudi (2019) is in the focus topic and theory. In this study, the researcher focus analyzed the narcissism of Desmond in *Sunset Boulevard* using the theory of narcissism by W. Keith Campbell. The objects of the study are also different, while Setyabudi (2019) put the object on Snow White and The Huntsman movie, in this study, the researcher put *Sunset Boulevard* (1950) movie for the object of the study.

Fifth, a study from Roisiah et al., (2021) entitled "Narcissism in Paula Hawkins' Novel *The Girl on the Train*" examined narcissism personality disorder using the theory from Campbell in Hawkin's *The Girl on The Train* to examine about the classification and individual narcissism personality disorder. Those classification specifically are over self-confident, exploitation of the interpersonal relationship, big ego, being arrogant women, deficient social conscience, and defense mechanism.

Roisiah et al (2021) put the subject on Megan Hipwell who was suffered narcissistic personality disorder caused by the harassment of the main character by the environment and past mental abuse. Roisiah et al's study also contributed to shaped the knowledge between the differences between narcissism as a personality disorder and narcissism as a personality trait. Since this study and study conducted by Roisiah et al (2021) has similarity on the author of the theory, while Roisiah et al (2021) focused on using theory from Campbell to study narcissistic personality disorder, this study applied Campbell theory about narcissism personality traits.

Those previous studies provided a comprehensive view of narcissism in different literary works and how they have been analyzed using various theories. For this study, those previous studies help the researcher to understand the conceptual framework of narcissism, to perceive the application of narcissism trait in literary works, help the researcher to explore different topic in *Sunset Boulevard* (1950) movie, and facilitate the researcher to find research gaps thus this research can be carried out in novel exploration through narcissism and different object of the study.

Those previous studies contribute valuable insights of narcissism to this study, thus the researcher able to create a more comprehensive understanding of narcissistic tendencies, behaviors, and the portrayal in literary works. It also allows the researcher to draw connections, identify patterns, and provide a boarder analysis of narcissism in the movie. By building on the previous studies, this research aims to contribute to the

existing body of knowledge on narcissism focused on *Sunset Boulevard* (1950) using theory of narcissism by Campbell & Crist (2020) and to provide insights that can help to understand the phenomenon of narcissism better. This study on narcissism focused on Norma Desmond character in *Sunset Boulevard* (1950) has never done before thus the researcher analyze it because it carries new discussion. It provides an insightful and nuanced understanding of the complexity of narcissism where the portrayal of narcissism in Norma Desmond character can be manifest in individuals and how its affect narcissists' personality.

CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

In this study, the researcher used a qualitative method. According to Creswell & Creswell (2018, p. 41) qualitative research is a method used to investigate and comprehend how individuals understand social and human issues. This research process involves developing questions and procedures that emerge over time, collecting data usually in the participant's natural environment, analyzing the data inductively from specific examples to broader themes, and interpreting the data's significance. A qualitative approach is appropriate to use to study a research problem when the problem needs to be explored and when the detailed understanding is needed.

Creswell (2007, p. 51) mentioned that the process of creating a qualitative study takes shape during the research process, but it typically follows a scientific research pattern. It begins fundamental to a qualitative research, such as worldview perspectives, theoretical frameworks, and a specific area of focus. In this qualitative research, the researcher uses data text and visual taken from scenes and dialogues that indicate narcissism focused on Norma Desmond character in *Sunset Boulevard* (1950) and analyzed it using the theory from Campbell & Crist (2020).

B. Data and Data Sources

Data are the collection of datum that might increase human knowledge in the field of science, theoretical or practical knowledge, and might be recorded to arouse the information (Biagetti, 2007). Data can be

used for analysis, interpretation, and decision-making. It can be in the form of numbers, words, images, or any other format that can be stored and processed by a computer or a human. Data also can be used to answer the research questions and support conclusions. The data in this study are in the forms of words and image. The researcher collected the data by capturing screenshots of Norma Desmond's actions and dialogues that indicate narcissism tendencies.

The data is taken from data source. According to Arikunto (2010) the source of data refers to the subjects from which the data can be collected for the purpose of research. The data source in this research is *Sunset Boulevard* (1950) movie, which can be streamed online in Google Play Film.

C. Research Instrument

According to Bogdan & Biklen (1982, p. 27) qualitative research has natural setting as the direct source of data where the researcher becomes the key instrument. Research instrument are tools used to collect data for a research study that is designed to gather information about particular research question or hypothesis. Creswell & Creswell (2018, p. 257) stated that the researcher obtain data by analyzing documents, observing behavior, or conducting interviews with participant. The researcher is responsible for collecting data dan interpreting it. The researcher reviewed all the data and organize it into codes and themes drawn from the data source.

Based on the statement above, the researcher is the main research instrument itself, because the researcher play active role and responsible to

to collect, process, and present the data. The researcher tried to develop picture of issue under the study. The researcher also being open to new insights and ideas that emerge during the research process and involving critical thinking skills.

D. Data Collection Techniques

Data collection techniques refer to the methods used by researcher to gather the data from the data source. Marshall (2006) mentioned that qualitative research relies on four methods for gathering information, they are participating in the setting, observing directly, interviewing in depth, and analyzing documents and material culture. In observe the data source, the researcher does the following steps:

1. The researcher watches *Sunset Boulevard* (1950) movie repeatedly in order to understand the content
2. The researcher observes and collects data including visual data by taking screenshots and dialogues indicate narcissism tendencies of Norma Desmond character in *Sunset Boulevard* (1950)
3. The researcher reviews the data collected using the theory of narcissism that the researcher uses in this study
4. The researcher classifies the data based on the aspects and the effects of narcissism
5. The researcher codes the data

E. Data Validation Techniques

Data validation is an activity verifying whether or not a combination of values is a member of a set of acceptable combinations (Zio et al., 2016,

p. 5). In data validation techniques, data must be examined and verified to get a result if the data are valid or invalid. The valid data mean that it can be used in analysis, but the invalid data cannot be used in analysis unless there is a way to fix it and verify it in a fair and logical order based on theory that the researcher used. Then the final data can be used to analyze findings and discussion

The purpose of data validation is to ensure quality of the final data. The quality including relevance, accuracy, coherence, and completeness (Zio et al., 2016, p. 7). This is done in order to obtain good data for reliable analysis and decision-making. By verifying the data and meet those qualities, means that the data can be used to analyze in the study. This is also influenced the substance of the study, which good and reliable data, can make the study comprehensive and accurate.

According to (Santosa, 2017, p. 57) checking the validity of the data is important to do in order to gain trust that the data are “trustworthiness.” By conducting the data validation procedures, the researcher can enhance the accuracy, consistency, and integrity of the data. Data validation techniques helps to minimized biases, errors, and discrepancies of the data. It is a process to establish the trustworthiness and reliability of the data.

In this study, the researcher uses a validator to validate the data to avoid subjectivity and conducted data accuracy and coherence. A person who validate the data is a validator. The validator who validated the data of this study is a lecturer who has literature study background, has conducted study about narcissism, and has good understanding in literature. Regarding

to those qualifications, the researcher chose Mrs. Hidayatul Nurjanah, M.A to validate the data. She has written many journals, articles, and research in related to English Literature, and also study about narcissism which is in line with this study that also discussed about narcissism.

F. Data Analysis Techniques

Data analysis technique is a process of organizing and classifying the data into a pattern category and basic of analysis in order to find a theme and to formulate working hypothesis as the data suggest. According to Spradley (in (Santosa, 2017, p. 65) there are four stages of analysis and in this research, the researcher employs data analysis technique by Spradley, consisting of four stages:

1. Domain Analysis

Domain analysis is used to distinguish which facts are included as data and which facts are not data. The researcher collects the data by capturing screenshots of the character's action and textual by dialogues from *Sunset Boulevard* (1950) movie based on narcissism tendencies as seen from Norma Desmond character.

2. Taxonomy Analysis

Taxonomy analysis is used to organize data by classifying data based on its natural categories. The researcher classifies the aspects of narcissism as seen from Norma Desmond and the way narcissism affects Norma Desmond's life in *Sunset Boulevard* (1950) movie.

Table 3. 1: Taxonomy Analysis Table for Aspects of Narcissism

Aspect of Narcissism		
Agentic Extraversion	Antagonism	Neuroticism

Table 3. 2: Taxonomy Analysis Table for how Narcissism Affects Narcissists' Personality

How Narcissism Affects Narcissist' Life					
O	G	I	A	M	F

3. Componential Analysis

Componential analysis is used to organize and connect the data based on domain, form, type, function, or other categories. This componential analysis aims to obtain a relationship between categories in the domain and categories in the taxonomy to obtain relationships between categories. The researcher watched *Sunset Boulevard* (1950) movie repeatedly and classified the data based on the categories. The researcher draws the table to analyze the data.

Table 3. 3: Componential Analysis Table

Agentic Extraversion						Antagonism						Neuroticism					
O	G	I	A	M	F	O	G	I	A	M	F	O	G	I	A	M	F

4. Cultural Theme

Cultural theme analysis interprets patterns of relationships between categories in the context of the situation and cultural context

surrounding the research focus. It determines dominant findings in the data research. After classify the data in the taxonomy table, the researcher processed the data thus dominant data can be seen. The data dominant is the cultural theme of the study.

CHAPTER IV

FINDINGS AND DISCUSSIONS

A. Findings

After the data has been collected, this findings part contains analysis related to aspects of narcissism and how narcissism affects narcissists' personality in *Sunset Boulevard* (1950) based on the theory of narcissism by Campbell & Crist (2020). The data of this study are in the form of images from the screenshots that show character's act and behaviors, and dialogue spoken by characters in *Sunset Boulevard* (1950). This study focuses on Norma Desmond, a main character in *Sunset Boulevard* (1950).

1. Aspects of narcissism found from *Sunset Boulevard* (1950)

All aspects of narcissism of Norma Desmond character in *Sunset Boulevard* (1950) is discussed in this section. The researcher used Campbell & Crist (2020) theory to identify the aspects of narcissism in *Sunset Boulevard* (1950). According to Campbell & Crist (2020), there are three aspects of narcissism: agentic extraversion, antagonism, and neuroticism. The researcher has found three aspects of narcissism in *Sunset Boulevard* (1950).

Table 4. 1: Research findings on Aspects of Narcissism

No.	Aspects of Narcissism	Total of Data
1.	Agentic Extraversion	31
2.	Antagonism	25
3.	Neuroticism	10
Total		66

Sunset Boulevard (1950) contains three aspects of narcissism

which are agentic extraversion, antagonism, and neuroticism. the researcher not only mentioned the data, but also analyzed each aspect of narcissism. The discussion is as follows:

a. Agentic Extraversion

Norma Desmond character in *Sunset Boulevard* (1950) is a main character and played as an important role of a character who depicted narcissism trait. She was once a Hollywood star in silence picture era who had million fans and spearheaded Paramount Studio's success in Hollywood. She was hailed by the public, many fans were crazy about her, and was at the peak of success. Until the time she grows old, the studio used new actresses who are younger and prettier, replacing her in the Hollywood movie scenes.

She was dismissed from Hollywood and lost her career. For years she tried to return to Hollywood, greeting her fans by acting again. Norma wrote many scripts for her come back as an endeavor to regain success and fame in Hollywood that she once achieved in the past.

In accordance with Campbell & Crist (2020), people who are highly agentic in their extraversion tend to focus heavily on task and projects, they are influenced by rewards including psychological rewards, are drawn to success, fame, and opportunities to achieve, excel, and get recognition. In *Sunset Boulevard* (1950), Norma Desmond portrayed to have agentic extraversion trait.

There are 31 data in agentic extraversion and the researcher served 5 examples of the data in agentic extraversion. The datum explanation as it follows:

Datum: 9/AE/G/00:18:50

Figure 4. 1: Norma had a conversation with Joe



Norma: "This is to be a very important picture I've written it myself. Took me years."

Joe: "Looks like enough for six important pictures"

Norma: "It's a story of Salome. I think I'll have DeMille direct it."

Joe: "DeMille?"

Norma: "We made a lot of pictures together."

Joe: "And you'll play Salome?"

Norma: "Who else?"

Joe: "Only asking. I didn't know you were planning a comeback."

Norma: "I hate that word! It's a return! A return to the millions of people who have never forgiven me for deserting the screen."

In datum number 9, Norma Desmond had a conversation with Joe Gillis, her script writer. Norma focused on her return projects and caused her years to write the scripts in which she played a main character as Salome. Narcissistic individuals who has agentic extraversion trait, tend to have ability to achieve goals because they earnestly want to achieve the goals. The specific goal is related to success, fame, and get recognition from other. As Norma Desmond depicted agentic extraversion, she spent her life to return to Hollywood. Norma had a desire to perform again as a big successful star, to achieve success and fame like back then in her heyday.

Norma worked hard for her comeback project, prove that she said “*took me years*” and Joe said her scripts are equal to six pictures means she wrote a lot. What she wrote in her scripts cannot be separated from her appearance in almost every single scene because she wrote herself as a Salome, a main character.

In line with that, datum below depicted that Norma strived for her goal earnestly.

Datum: 17/AE/G/00:29:17

Figure 4. 2: Norma watched over Joe



“I thought if I really got going, I could finish it up in a couple of weeks, but it wasn’t so simple getting some coherence into those wild hallucinations of hers. And what made it even tougher was that she was around all the time, hovering over me, afraid I’d injury to that precious brainchild of hers.”

The above conversation was spoken by Joe. The context is, after Norma know that Joe is a script writer, Norma asked Joe to be her script writer. Joe worked for Norma to fix the scripts. When Joe was working on Norma’s scripts, Joe found that Norma wrote too much about herself in her scripts, “*those wild hallucinations of hers*” Joe said. Norma wanted to be the one and only that people see on a TV. She wanted to be in the whole pictures, because she craved of recognitions. That makes narcissist live.

Norma depicted has agentic extraversion trait because she focused on her goal to reach success and game. Norma watched over Joe when he was working on her scripts because Norma wanted to make sure that Joe worked properly. In accordance with Campbell & Crist (2020) stated that people who have agentic extraversion tend to focus heavily on task and project. She worked hard for her scripts for years. She did not want this comeback project went to mess up. She wanted everything to be perfect just as she planned. By having Joe as her script writer, she also has opportunity to achieve her goal to be in Hollywood picture again because Joe is a scriptwriter, she can utilize that ability to reach her goals.

Still related to Norma's desire of success and fame, Norma showed her never-ending efforts to get success.

Datum: 40/AE/G/01:04:06

Figure 4. 3: Norma was about to see DeMille



“About three days later she was good and ready. Incredibly as it may seem, there'd been some more of those urgent calls from Paramount, so she put on about a half a pound of makeup, fixed it up with a veil, and set forth to see DeMille in person.”

The above conversation is spoken by the narrator. Paramount called Norma many times, thought it was from DeMille, whom Norma asked to direct her comeback pictures. After Paramount called her a few times and it seemed to be something urgent, one day Norma get ready to see DeMille in Paramount studio. Thus, she prepared herself to look beautiful as every star does when they go to studio.

Norma strived to reach her goal to be in pictures again. She wanted to be recognized to other people for being a greatest silent picture like she did back then in her heyday. One and only way for her to be in pictures again is through DeMille because DeMille is a

famous director of Paramount who produced many successful pictures, and through him too, Norma used to achieve fame and success by starring in the film he directed. Thus, for this opportunity, Norma wants to look perfect. She came to the studio just for her scripts. She got an opportunity to achieve and she did not waste it.

Norma depicted has agentic extraversion trait because she strives to success and fame. She did her best, prepared herself in a perfect way to see DeMille in person because this is a good sign for Norma to reach her goal to be a star again. She dressed up to look beautiful and attractive, she is earnest in his desire and strive for it. Norma was motivated by the prospect of being celebrated and admired by other people by showing her beauty even she will gain more admiration when she hit Hollywood picture again.

Norma did not rely solely on herself to achieve her success and fame, she was also told people who could help her and the one that she trust the most.

Datum: 45/AE/G/01:10:48

Figure 4. 4: Norma and her desire to get fame



Norma: “Did you see them? did you see how they came?”

DeMille: “You know, some crazy things happen in this business, Norma. I hope you haven’t lost your sense of humor. What’s the matter, dear?”

Norma: “Nothing. I just didn’t realize what it would be like to come back to the old studio. I had no idea how much I’d missed it.” (Norma started crying).

DeMille: “We’ve missed you too, dear.”

Norma: “We’ll be working again, won’t we, Chief? We’ll make our greatest picture!”

DeMille: “That’s why I want to talk to you about...”

Norma: “It’s a good script, isn’t it?”

DeMille: “Well, it’s... it has some good things in it., yes, but It would be very expensive picture.”

Norma: “Oh. I don’t care about the money. I just want to work again. You don’t know what it means to know that you want me.”

DeMille: “Nothing would please me more, Norma, if it were possible.”

Norma: “And remember, darling, I don’t work before 10.00 in the morning and never after 4.20 in the afternoon.”

The conversation above involved Norma and DeMille. Both of them met in Paramount Studio and talked about Norma’s scripts that Norma has sent to him. Norma was earnestly to reach her dream of success and fame so people can adore her and she likes to be adored by other people. She was very optimistic that DeMille and her will work in pictures again. She also asked DeMille about her scripts.

DeMille said if they work on scripts and turn into movies, it will cost a lot. Norma’s pictures are expensive, cost a lot of budget. Despite that, Norma did not care how expensive it will be. Once she set the goal, she earnestly will chase it no matter what. Norma feels good if people looking at her, admired her like a greatest star. From that, she can manifest her success too. By having many fans, means

that Norma has reached her fame. She took all costs, every risk, in order to get her goal.

In line with agentic extraversion, people who are depicted has agentic extraversion tend to drawn to success and fame. She told DeMille about her dreams and her comeback project which proves that Norma does not play around with her goal. Norma also said that money does not matter, no matter how much the money is, as long as it is for her comeback, then she will pay for it. Agentic extraversion builds strong drives for Norma’s personal achievement. She compounds her acting skill and her endeavor to chase her dream to comeback in Hollywood.

Norma felt that her meeting with DeMille who was welcomed her warmly, was willing to work in pictures again together with her. In connection with that, Norma needed some changes to her appearances for her future pictures with DeMille.

Datum: 47/AE/G/01:15:15

Figure 4. 5: Norma under the beauty treatments



“After that, an army of beauty experts invaded her house on Sunset Boulevard. She went through a merciless

series of treatments. Like an athlete training for the Olympic Games, she counted every calorie, went to bed every night at 9.00. She was absolutely determined to be ready.”

The conversation above said by the narrator. Here, narrator illustrated that Norma assumed her comeback project with DeMille was all set. She had to wait DeMille to finish the movies he was working on, Norma used the time to get ready. The next day after Norma met DeMille, she called many beauty experts to come in her house to do beauty treatments on her. Norma was getting old, thus she needed to get rid of wrinkles. She needed to lose weight, prepared her to be more beauty.

According to Campbell & Crist (2020), agentic extraversion captures the ability to achieve goals and influence by rewards including psychological rewards. Norma has the ability to achieve her goal because she had a lot of money that she used to prepare herself for her comeback. She asked beauty experts to the best treatments to she can look beauty in front of people and her fans, definitely costed a lot of money. She did not care about her money to pay those beauty experts. All she cares about is how to look good on a screen. She had ability to do that. Norma did those things to look beauty also influenced by psychological rewards, because she feels good about herself. She can enjoy her beauty as well as others who enjoy it too. She looks beauty after those treatments which drives her to gain attention, recognition, and admiration of others.

b. Antagonism

Campbell & Crist (2020) stated that antagonism contains narcissists' sense of entitlement, lack of empathy, manipulateness, and belief in their superiority. A high level of antagonism can reveal in dominance, superiority, and arrogance. The entitlement drives them to feel deserving of special treatment and advantages, leading to a disregard for the needs and feeling of others. Furthermore, manipulative allows narcissists to use their authority to dominate and influence over those around them.

In *Sunset Boulevard* (1950), Norma's antagonism trait is in accordance with Campbell & Crist (2020) related to self-entitlement, lack of empathy, superiority, and manipulateness. Norma also depicted to have antagonism trait which linked to dark sides of antagonism: emotional and physical abuse. She often showed her power often other, as if there is no one who equal to her. She believes in her superiority which is manifested in an idea that bigger than the others. Her antagonism patterns are reflected in abuse, dominance, and control over others.

There are 25 data in antagonism and in the findings, the researcher put 5 data examples. The explanation as it follows:

Datum: 31/AN/G/00:44:07

Figure 4. 6: Norma showed her superiority



Norma: “What a wonderful next year it’s going to be. What fun we’ll have! I’ll fill the pool for you. I’ll open my house in Malibu and you can have the whole ocean. And when our picture is finished, I’ll buy you a boat and we’ll sail to Hawaii...”

Joe: “Stop it. You’re not going to buy me anything more.”

Norma: “Don’t be silly. Here, I was going to give it to you at midnight.” (handed him a gold-plated cigarette case.)

Joe: “Norma, I can’t take it. You’ve bought me enough.”

Norma Desmond is described as having superiority over others. This is in accordance with her personality that she took control over Joe. Norma hired Joe to be her script writer, and forced Joe to live with her by moving Joe’s stuff in her house without Joe’s concern. As they lived together, Norma gradually fell in love with Joe. She often gives presents to Joe unprofessionally which means she gives it without any correlation to work. It correlated to her love for Joe.

Norma feels she is higher and more powerful by Joe. Norma is a boss and she was richer than Joe. She takes control in anything including give Joe a pleasure. She knew that Joe is broke, he had no money, he worked for Norma because he needed money to pay for

his car and apartment. Norma took advantages of this opportunity based on Joe condition by giving him plentiful presents thus Joe will not leave her. She did anything to make Joe feel comfortable with her. Not for a sincere purpose, but for controlling Joe. She showed who is the boss here, and Joe has to obey her.

In this datum number 31, Norma was showing off her wealth to Joe. Norma said she has a house in Malibu, she promised Joe to buy him a boat once her pictures was finished and they will sail to Hawaii. Even Norma gave Joe a gold-platted cigarette case which cost million because it made from solid gold. She spoiled Joe in accordance with the fact that Joe said *“you’ve bought me enough.”* Norma did love Joe, but that was not the reason behind she always gave presents to Joe. She wanted to show her power over Joe. She wanted Joe to know that she has anything, richer than anyone, and able to provide Joe with anything, even luxury and expensive stuff never be matter for her. That way, she can bind Joe to always be under her. She can do anything to Joe then Joe definitely will say yes because Norma provide him with anything. That is manipulateness of her.

Antagonism in Norma also showed in a way she manipulated people. Once she manipulated someone close to Joe in order to get what she wanted.

Datum: 51/AN/A/01:31:14

Figure 4. 7: Norma showed her manipulation



Norma: “Hello, is this Gladstone 9281? May I speak to Miss Betty Schaefer? She must be home by now. “

Connie: “Hey, Betty! Here’s that weird-sounding woman again.”

Betty: “Well, what is this, anyway? This is Betty Schaefer.”

Norma: “You must forgive me for calling you so late, but I really feel it’s my duty. It’s about Mr. Joe. You do know Mr. Joe? Exactly how much do you know about him? Do you know where he lives? Do you know how he lives? Do you know what he lives on?”

Betty: “Who are you? What do you want? What business is it of yours, anyway?”

Norma: “Miss Schaefer, I’m trying to do you a favor. I’m trying to spare you a great deal of misery. Of course you may be too young to even suspect there are men of his sort. I don’t know what he’s told you, but he does not live with relatives, nor with friends, in the usual sense of the word. Well, ask him. Ask him again.”

Another example that shows Norma has antagonism trait related to manipulateness is when Norma called Betty on telephone and asked about Joe and Betty. Norma was very suspicious because suddenly called and asked about Joe to Betty. Norma was being manipulative to Betty by saying that she wanted to spare Betty from a misery if she still close with Joe. Norma spoke as if she was trying to save Betty, she tried to tell Betty indicated that Joe was not live with relatives or friends. She did not tell Betty

with whom Joe lived because she wanted Betty to overthink and consider what Norma has just said to her that she wanted to spare Betty with misery. Norma pretend to be good so that other people will obey her. She can talk to anyone like what she said is saying factual thing and true.

In accordance with Pasquali *et al* (in Brown, 1997, p. 138) that manipulative people feel little or no guilt about exploiting others and often behave as if they had a right to expect others to give them the good things in life. This is in line with Norma manipulative behavior that she positioned herself as a know-it-all person, thus people will believe in her easily. He uses his power to oppress the other. She did that because she did not want Joe to leave her without considering about how did Betty or Joe feel. She just did not want Joe had another woman except her. Furthermore, she has no guilt to do such thing.

Antagonism also linked to sense of entitlement and superiority which Norma also showed those things.

Datum: 54/AN/A/01:38:26

Figure 4. 8: Norma Desmond's sense of entitlement and superiority



Despite antagonism portrayed by the manipulateness, antagonism also linked to sense of entitlement and superiority. Campbell & Crist (2020) stated that antagonism includes a sense of superiority to others and sense of entitlement which means their needs matter more than others. Norma has the sense of entitlement and superiority which is in line with herself being disregard for others thoughts, feeling, and needs. Norma prioritize their own interests and desires above those of others, showing little empathy or concern or others.

The context of the datum image above is that when Norma called Betty by phone, Joe heard from outside the room that Norma talked to Betty on the phone. Suddenly, Joe grab the telephone and asked Betty to come to make it clear. As soon as the bell rings, it must be Betty and Joe went to downstairs to meet Betty. Norma keep her eyes on Joe as he met betty in her house. She looked at Joe with a sharp, threatening gaze, thus Joe will not do anything to upset her.

Freis & Hansen-Brown (2021, p. 2) proposed that People who feel entitled based on superiority perceived that they are better than others because of their own internal characteristics. This sense of superiority is what leads them to feel entitled to good outcomes and special treatment such as “I am an amazing person, so I deserve good outcome”, and this perception does not have to be tied to reality. As a person who has sense of superiority, Norma feel entitled to good outcomes which here she expected that Joe will obey her. She felt

that she is more superior than Joe thus, she can take a full control between Joe and her. Norma wanted a special treatment that in this case she looked at Joe with a menacing gaze, hoping he would not do something that could hurt her.

Beside having a high sense of superiority and self-entitlement, Norma also has lack of empathy to other. Norma showed her lack of empathy to Joe, one of her closest people in her house. She even felt completely did not care of what she had done.

Datum: 25/AN/A/00:34:49

Figure 4. 9: Norma depicted lack of empathy



Joe: "I want to talk to you for a minute"

Norma: "Not now, my dear. I'm playing three no-trump."

Joe: "They've come for my car"

Norma: "Please. Now I've forgotten how many spades are out."

Joe: "Look, I need some money right now."

Norma: "Can't you wait until I'm dummy?"

Joe: "No"

Norma: "Please."

Norma depicted has lack of empathy related to antagonism. Here, debt collector just arrived in her house, asked Max, Norma's

servant if Joe was there or not. They wanted to bring the car because Joe has not paying car installment. Joe did not want his car taken away and he asked Norma to help him with that condition. Norma who was playing cards with her friends at that time, did not care about what happened to Joe. In fact, Joe seeking Norma's help but Norma continued playing card with her friends like it was nothing serious to take care of.

According to Reynolds & Lejuez (2012, p. 16) lack of empathy is inability to recognize and experience how others feel. Narcissists often lack of empathy and find it difficult to relate to the emotions expressed by others. Consequently, narcissists respond to others' emotions with indifference, invalidation, or even exploitation. In this datum, Norma cannot recognize how did Joe feel about losing his car because Norma cannot relate with Joe's feeling. She felt that lose a car was not a big problem, thus she cannot help because she cannot recognize that it was an important one for Joe. Norma cannot feel empathy to other because she cannot predict how it is. She unable to recognize others' feeling. In this datum, Norma was continued to play cards right after Joe seek her for a help.

After depicted has lack of empathy, Norma was also dare to go one step further in which she did physical abuse to Joe.

Datum: 33/AN/A/00:45:27

Figure 4. 10: Norma did physical abuse to Joe



Joe: “What right do you have to take me for granted?”

Norma: “What right? Do you want me to tell you?”

Joe: “Has it ever occurred to you that I may have a life of my own? That there may be some girl that I’m crazy about?”

Norma: “Who? Some carhop of dress extra?”

Joe: “What I’m trying to say is that I’m all wrong for you. You want a Valentino, somebody with polo ponies. A big shot.”

Norma: “What you’re trying to say is you don’t want me to love you. Say it. say it!” (Norma slapped Joe).

Antagonism has dark sides. According to Campbell & Crist (2020), the dark sides of narcissism are emotional and physical abuse, cheating, rape, sexual assault, partner abuse, and numerous antisocial behaviors. In this datum, Norma depicted had a fight with Joe. The context of the datum is Norma who felt that she was overly controlling Joe, she restricted Joe by limiting Joe’s socialization by having a woman. Norma always wanted to know what Joe was doing when he was out of house. She wanted to make sure that Joe did not have relationship with other girls. Here, Joe said to Norma to live freely, that he has someone who he was crazy about, said that he was not enough for Norma, but Norma did not care at all.

She exploited Joe emotionally in fact when Joe said “*That there may be some girl that I’m crazy about?*” Norma replied with “*Who? Some carhop of dress extra?*”. It indicated that Norma cannot value people well, even people she did not know and he mocked Joe’s girl with hurtful and harassing words. It related to Norma was being emotionally abuse toward Joe. Not only emotional abuse, Norma also slapped Joe because what Joe had said, indicated that he did not want to be with her. Norma noticed and she got mad, then she slapped Joe. According to Campbell & Crist (2020), antagonism predicts aggression when narcissists are triggers when they being rejected, being told that they are not good enough, and being told that they cannot do what they want. This is in line with what Norma has heard from Joe that Joe did not want to be with her, thus she felt hurtful, then did physical abuse to Joe.

c. Neuroticism

Campbell & Crist (2020) stated that neurotic people are hard to be around because they need more support, they have negative thoughts about the present and the future, they see more threats in the environment, and are hard to comfort. *Sunset Boulevard* (1950) described that Norma Desmond has neuroticism trait that made her felt vulnerable. Norma needed more support, she had negative thoughts, felt anxiety, sadness and depression.

As a person who felt in love with someone, Norma depicted has negative thought about Joe. She has a negative thinking patterns

which she often felt uneasy when she cannot find Joe at home. Norma felt good when Joe was around her, but she felt anxious when Joe was not around.

There are 10 data in neuroticism and the researcher served 5 data examples of neuroticism. The explanation of each data example as it follows:

Datum: 49/N/F/01:26:33

Figure 4. 11: Norma felt anxious



This datum, described that Norma felt anxious when she knew that Joe was not at home. Joe went to meet Betty by driving Norma's car when Norma was asleep. When Norma woke up, she went to Joe's room and found that Joe was not there. She waited anxiously for Joe. At that time, Norma was prepared herself to get beauty treatments for her comeback, thus she maintained a diet and underwent painful treatments. She needed Joe's support to be with her in her hard times. Yet, Joe was not there. She paced back and forth while thinking about where Joe was going and when he would get home

In line with neuroticism, Norma was being vulnerable and needs more support from Joe. Norma wanted Joe to be around her every time. She was also felt anxious in accordance with Campbell & Crist (2020) statement that neuroticism is associated with anxiety, fearfulness, self-conscious, and emotional reactivity. Anxiety itself is personality dimension reflecting an individual's general tendency to experience anxious mood state (Rudaizky & MacLeod, 2014, p. 361). Norma felt excessive worry about Joe and it made her felt uncomfortable related to anxiety trait. When people feel anxiety, they become worry too much, so does Norma. She kept thinking of Joe, wondering when he went home because she needed Joe to calm down herself.

Since neuroticism is also associated with anxiety and fearfulness. Norma showed her neuroticism trait is in the way Norma depicted has an anxiety and felt under the fear which haunted her.

Datum: 52/N/F/01:33:01

Figure 4. 12: Norma showed her fearfulness



“Don’t hate me, Joe. I did it because I need you. I need you as I’ve never needed you before. Look at me! Look at my

hands! Look at my face! Look under my eyes! How can I go back to work if I'm wasting away under this torment? You don't know what I've been through these last weeks! I brought myself a revolver, I did. I did. I stood in front of that mirror, but I couldn't make myself do it. Don't just stand there hating me! Shout at me! Strike me! But don't hate me. Say you don't hate me, Joe!"

The above conversation was spoken by Norma to Joe. They were on a fight which turned Joe to be mad at Norma. As Norma depicted has anxiety trait, Norma also feel fearfulness about losing Joe. Joe was mad at Norma and it drives Norma to think that Joe hates her. She explained to Joe that she needed Joe because she was undergoing a series of painful beauty treatments. She cannot face it alone, thus Norma needed Joe to be by her side. Her fearfulness drives her to beg at Joe to not leave her. Norma fear of being hated and her urge to ask Joe to shout or strike to her but Norma beg to not hate her because it was the worst thing Norma could receive. Individual with neuroticism often have underlying abandoned or left alone, causing them to seek constant reassurance and validation to alleviate the fear.

Despite that Norma has anxiety and fearfulness, Norma also a person who was hard to comfort when she was in her lowest.

Datum: 37/N/F/00:54:19

Figure 4. 13: Norma was hard to comfort



Norma: “Go away. Go to that girl of yours.”

Joe: “Look, I was making that up, because I thought the whole thing was a mistake. I didn’t want to hurt you. You’ve been good to me. You’re the only person in this stinking town that has been good to me.”

Norma: “Why don’t you just say thank you and go? Go, go!”

Joe: “Not until you promise to act like a sensible human being.”

Norma:” I’ll do it again. I’ll do it again. I’ll do it again.”

The above conversation was between Norma and Joe. Norma was mad at Joe, then Joe came to Norma’s room for trying to calm Norma down. After they had a fight, Joe leave Norma and when Joe left her, she found Joe’s razor blade and tried to cut her wrists with it. Joe said to Norma that she was a good person and Joe admitted that it was all his fault. Here, neuroticism in Norma is seen because it was hard to comfort her. By Joe’s present, logically Joe was there to Norma and it did not have any effect on her, she is not pleased yet.

The discussion about sadness and depression is also linked in neuroticism. Neurotic people like Norma, are internalizing their emotions by feeling sadness and depression.

Datum: 29/N/F/00:39:26

Figure 4. 14: Norma committed to suicide



Joe: "Say, what's this with the door? There isn't any lock."

Max: "There are no locks anywhere in this house, Sir."

Joe: "How come? There must be a reason."

Max: "The doctor suggested it."

Joe: "What doctor?"

Max: "Madame's doctor. Madame has moments of melancholy. There have been some attempts at suicide. We have to be very careful. No sleeping pills, no razor blades. We shut off the gas in Madame's bedroom."

The conversation above was spoken by Joe and Max. Joe moved into the room inside Norma's house which he previously lived in the room above the garage. Joe was wondering why none of the doors in Norma's house had locks. Max explained to Joe that Norma once felt very sad and did attempts to suicide. She tried to do suicide because she faced failure about her career in Hollywood that

already end and she felt threaten challenged her that he was no longer in the spotlight where she used to be everything.

According to Perry (1990) in (Ronningstam & Maltzberger, 1998, p. 262) the risk for suicide attempts in narcissists is high because their self-esteem is very fragile. Although suicide attempts and completed suicides often occur when the narcissists are depressed (Ronningstam & Maltzberger, 1998, p. 262). “*moments of melancholy*” that Max has said to Joe related to Norma’s sadness and depression which in neuroticism also discusses about it. According to Campbell & Crist (2020) that neuroticism discuss about sadness and depression as ways narcissists internalizing emotions. By internalizing emotions, narcissists experiencing and dealing with emotions with themselves. It involves narcissists to keep their emotional experiences private and not express them openly to others.

When Hollywood already discarded Norma, she cannot deal with that fact because she thought she should not be treated that way. Norma felt her inner emotions and choose to keep her emotions to herself which drives her to do suicide. In neuroticism, narcissists describe that they do not take out their upset and hatred on others, but rather takes it out on themselves. Norma did no harm to others, but harm to herself.

The attempts to suicide that has experienced by Norma, she did it again when she had a fight with Joe. Her negative thoughts drove her to do it.

Datum: 34/N/F/00:51:39

Figure 4. 15: Norma committed to suicide again



Joe: “Hello, Max. this is Mr. Gillis. I want you to do me a favor.”

Max: “I’m sorry, Mr. Gillis. I cannot talk now.”

Joe: “Yes you can. I want you to get my old suitcase and put in all my old clothes, the ones I came with, and my typewriter. I’ll have somebody pick them up.”

Max: “I have no time to do anything now. The doctor is here.”

Joe: “What doctor? What’s going on?”

Max: “Madame got the razor from your room and she cut her wrists.”

In this conversation above is between Joe and Max who talked on the phone. Joe called Max because tomorrow there will be someone to pick Joe’s stuff because he does not want to live with Norma anymore. But it ended with Max telling Joe that she made another suicide attempt. This time it was done with a razor blade she found in Joe’s room.

Before this thing happened, Norma and Joe had a fight. She was being rejected by Joe because Joe told Norma that they should not be together, even though Norma loves Joe very much. Her attempts to suicide was driven by the negative thought she had over Joe. She overthinks about whether Joe loves her or not, why do Joe leave her, etc. Norma did attempts to suicide by cutting her wrists with razor blade. She cannot feel any stuff which she can use it to harm herself.

2. Narcissism Affects Narcissists' Personality in *Sunset Boulevard* (1950)

The data is analyzed by Campbell & Crist (2020) theory of narcissism. According to Campbell & Crist (2020), there are six effects of narcissism to narcissists' personality: overconfidence, grandiosity, infidelity, aggression, mistrust, and fragility. In this second problem statement, the researcher found four effects of narcissism to narcissists' personality in *Sunset Boulevard* (1950) movie.

Table 4. 2: research findings on how narcissism affects narcissists' personality

No.	Effects of Narcissism for Narcissists' Personality	Total of Data
1.	Overconfidence	-
2.	Grandiosity	36
3.	Infidelity	-
4.	Aggression	15
5.	Mistrust	5
6.	Fragility	10
Total:		66

Narcissism in has affects Norma Desmond's personality in *Sunset Boulevard* (1950) with four effects of narcissism: grandiosity, aggression, mistrust, and fragility.

a. Grandiosity

Grandiosity is when a person has a grandiose sense of self and expected to be recognized for it (Campbell & Crist, 2020). In grandiosity, narcissists found has an ambitious sense, driven, they are charming individual, have high self-esteem, and generally they feel good about themselves. In *Sunset Boulevard* (1950), Norma shows that she has a grandiose personality.

There are 10 data in grandiosity and the researcher served 5 data examples of grandiosity. The explanation of each data example as it follows:

Datum: 13/AE/G/00:22:14

Figure 4. 16: Norma showed her big sense of herself



Norma: “Well?”

Joe: “This is fascinating”

Norma: “Of course it is”

Joe: “Maybe it’s a little long and maybe there’s some repetitions, but you’re not a professional writer.”

Norma: “I wrote that with my heart”

Joe: “Sure you did. That’s what makes it great. What it needs is maybe a little more dialog.”

Norma: “What for? I can say anything I want with my eyes. “

Joe: “Well, it certainly could use a pair of shears and a blue pencil.”

Norma: “I will not have it butchered

Joe: “Of course not, but it ought to be organized.”

In above conversation, Norma talked to Joe when they worked on the scripts. As Joe said that there is some correction for the scripts, Norma denied that they do not need to correct it. Norma think that she is a big deal in line with Campbell & Crist stated that grandiosity means that narcissists’ thinking that they are a big deal. The fact that Norma is not a professional writer, yet when Joe said so, she felt that she wrote it with her heart. Norma hates when people

say she is not capable. Back then in her heyday, Norma was a big star in silence picture. In this datum, Norma also showed her high self-esteem when Joe said that the script needed more dialogue, she said “*I can say anything I want with my eyes*” it depicted that Norma has viewed herself that she is more talented, intelligent, good at acting just with her eyes. She was feeling she is capable, she is good at acting, she can charm spectators with her eyes, therefore she said that she did not need dialogue

Grandiosity also associated with sense of competitiveness. Grandiose individuals feel that they do not want to be rivaled. They always show off their prowess to other.

Datum: 32/AE/G/00:44:33

Figure 4. 17: Norma showed her competitiveness



Norma: “Shut up. I’m rich. I’m richer than all this new Hollywood trash. I’ve got \$1,000,000.”

Joe: “Keep it.”

Norma:” I own three blocks down town, I’ve got oil in Bakersfield. Pumping, pumping, pumping.”

The above conversation depicted that Norma has grandiosity related to sense of competitiveness. She often viewing that life is a

competition where they must come out on top. She did not want people see her as a failure, she is rich and she compared his wealth to that Hollywood people. Narcissists who has grandiosity believe that they have to win in all competency. Norma know that she is rich, yet she did not want other people, even it is a Hollywood people become richer than her and she likes to show that indeed she is actual rich by owning properties and oil which those are source of money.

Related to grandiosity, Norma felt that she is a big deal, a special one. She wanted to be treated that way. In line with Campbell & Crist (2020) stated that grandiosity is when a person has a grandiose sense of self and expects to be recognized for it.

Datum: 38/AE/G/00:57:38

Figure 4. 18: Norma showed that she is a big deal



Joe: “I hope you realize, Norma, that scripts don’t sell on astrologer’s charts.”

Norma: “I’m not just selling the script. I’m selling me. DeMille always said I was his greatest star.”

The above conversation is between Norma and Joe when Norma decided that day was the day Norma delivered her scripts to

DeMille. In that conversation, Norma highlighted her inflated sense of self-important that showing she is a big deal. By stating that DeMille said she was his greatest star, she felt that she is a significant figure in Hollywood industry. She showed that she did not just “selling the scripts” but she is “selling herself” and it is aligned with grandiosity because Norma see herself as a special person, larger-than-life individual that positioning herself in above position.

Another example of grandiosity related to feeling of big deal and special is provided in the datum below.

Datum: 41/AE/G/01:05:34

Figure 4. 19: Norma showed sense of a big deal of herself



Max: (Honked the car).

Gate keeper: “Hold that noise! Hey.” Max: “To see Mr. DeMille. Open the gate!”

Gate Keeper: “Mr. DeMille is shooting. You got an appointment?”

Max: “No appointment necessary! I’m bringing Norma Desmond.”

Gate Keeper: “Norma who?”

Max: Norma Desmond!

Norma: Jonesy! Hey, Jonesy!

Jonesy: “Yeah? Why, if it isn’t Miss Desmond. How have you been, Miss Desmond?”

Norma: Open the gate!”

Norma: “Where’s Mr. DeMille shooting?”

Jonesy: “Stage 18, Miss Desmond.”

Jonesy: “Sure, Miss Desmond. Come on, Max.”

Gate keeper: “They can’t drive on the lot without a pass.”

Jonesy: “Miss Desmond can. Come on.”

Norma: “Thank you, Jonesy, and tech your friend some manners. Tell him without me, he wouldn’t have any job, because without me, there wouldn’t be any Paramount Studio.”

The above conversations are happened when Norma came to Paramount Studio to see DeMille. Norma’s words demonstrate grandiosity related to sense of big deal that Norma is significant and indispensable figure. Her words to Jonesy “*tell him without me, he wouldn’t have any job, because without me, there wouldn’t be any Paramount Studio.*” exemplifies her inflated self-importance and her perception that she is the driving force behind the success and existence of the entire studio.

By attributing such immense importance to herself, Norma exhibits a grandiosity which she believes that her presence and contributions are crucial to the functioning and success of Paramount Studio. Norma also depicted tendency to overestimate to signify and believe that she is one and only crucial to the achievements and existence of others or larger entities which here in this datum related to the Paramount Studio’s success. Norma positioned herself as a central figure suggesting that without her, the studio is unlikely to

achieve success. It illustrated grandiosity where individual think they are a big deal by overestimating themselves.

Not only bragging and showing her prowess to others, grandiose individuals also love to watch themselves. They feeling good when they see themselves.

Datum: 22/AE/G/00:31:00

Figure 4. 20: Norma depicted grandiosity



“Just becoming a fan, excited about that actress up there on the screen. I guess I don’t have to tell you who the star was. They were always her pictures. That’s all she wanted to see.”

In this datum was spoken from the narrator. Norma and Joe were watching Norma’s picture when she was playing *Queen Kelly*, her movie back then in the silent picture era. Max will turn the screen on for them and turn off the lights to make it feel like watching a movie in a theater. They would sit together on a couch and watch the movie. Norma’s preference for watching her own movies indicates that she believes in her own talent, attractiveness. This is aligned

with grandiosity related to high of self-esteem by feeling good about watching herself on the screen.

The frequently of watching a movie is quite long, and what she enjoys only her movies. In line with grandiosity, people who have grandiosity tend to see themselves as a big deal. They think that they are special and counted. Norma likes to see herself in movies because she realized that she is beautiful, talented, and a big star. her inflated self-importance which implies that she takes her self-perception above all else.

b. Aggression

According to Campbell & Crist (2020), aggression is harmful, pushes people away, can lead to bullying, and can lead to physical violence. Narcissist use ambition and charm to reach their goal of success, status, goal of sex. If not achieved the self-defense against ego threat through aggression.

There are 10 data in aggression, and the researcher served 5 data examples of aggression. The explanation of each data example as it follows:

Datum: 15/AN/A/00:28:10

Figure 4. 21: Norma abuse Joe emotionally



Joe: “Hey, you! Max, whatever your name is, what are my things doing here? I’m talking to you! My clothes and things are up in the room!”

Max: “Naturally. I brought them myself’

Joe: “Is that so?”

Max: “Why. What’s the matter? Is there anything missing?”

Joe: “Who said you could? Who asked you to?”

Norma: “I did. I don’t know why you should be so upset. Stop that playing, Max. it seemed like a good idea if we are to work together.”

Joe: “Look, I’m supposed to fix up your script. There’s nothing in the deal about my straying here!”

Norma: “You’ll like it here.”

The conversation above is happened when Joe woke up in Norma’s house, his things like clothes, bags, already there in front of him. He did not have the idea, thus he asked Max about it and Norma was there. Yesterday Joe agreed with Norma that he has to finish the script there in her house, but it was not staying in a long time on purpose. When Joe turned out angry because his things were moved without her concern, Norma said something emotionally draining which made Joe was in unsafe situation.

Norma was disregard boundaries and personal belonging to Joe. She abused Joe emotionally where Norma take her control as a

controller over Joe and Joe cannot say no because Norma hired him. By saying that Joe will be fine there in her house without realizing what she did something wrong, he played on Joe's emotion. When Joe got mad because his things were moving without his concern, Norma replied her as if it does not even a big thing. Instead, Norma said that Joe will be fine in her house. Norma tried to control Joe's emotion by using Joe's inability to resist her.

Aggression itself can lead to bullying. Individuals with aggression do bully other people without concerning that what they do hurt them or not.

Datum: 28/AN/A/00:36:29

Figure 4. 22: Norma did bully to Joe



Norma: "That's a dreadful shirt you're wearing."

Joe: "What's wrong with it?"

Norma: "Nothing, if you work in the filling station and I'm getting rather bored with that sport jacket and the same baggy pants."

The datum above provide the example of aggression related to bullying. Norma was driving around the city in Norma's newly repaired car. It was fun but suddenly Norma commented on Joe's

outfit by saying that Joe was wearing “a dreadful shirt.” Joe felt comfortable with his clothes but Norma commented on him when even it was not her business. What Norma said could hurt Joe.

Bullying is action that aimed at causing physical or psychological harm to individual who is not in a position to defend himself or herself and bullying is intentional behavior targeted at someone who has not provoked it (Olowe & Smith, 1999 in Garandau & Cillessen, 2006, p. 613). Norma involved power imbalance because the position here Norma was the boss and Joe worked for her and she used that power to bully Joe about his clothes. She bullied Joe because Joe did wear the clothes that she did not want to see which it was Joe’s right to wear it or not. She easily hurt other people’s heart.

When narcissists have something to achieve, but it cannot, it can lead to aggression. The data below explains about something unachieved which drives Norma to aggression.

Datum: 39/AN/A/01:03:23

Figure 4. 23: Norma showed her aggression



Max: "Madame is wanted on the telephone."

Norma: "You know better than to interrupt me."

Max: "Paramount is calling."

Norma: "Who?"

Max: "Paramount Studios."

Norma: "Now! Now, do you believe me? I told you DeMille would jump at it."

Max: "It is not Mr. DeMille in person. It is someone by the name of Gordon Cole, he says it's very important."

Norma: "Certainly it's important. It's important enough for DeMille to call me personally. The very idea of having some assistant call me! Say I'm busy and hang up!" (she was talking with her angry face)

Max: "Very good, Madame."

Norma: "How do you like that? We've made 12 pictures together, his greatest successes! (Norma is slammed the stick she was carrying)."

Joe: "Maybe he's busy, maybe he's shooting."

Norma: "I know that trick! He's trying to belittle me. He's trying to get my price down. I've waited 20 years for this call. Now DeMille can wait until I'm good and ready."

In this datum above, Norma and Joe were sitting together and suddenly Max came in and said that Norma got a call from Paramount Studio. Norma expected that DeMille will call her in person, but at that time was someone named Gordon Cole. Norma thought DeMille asked his assistant to call her, and she got mad. She took out her anger in front of Joe.

Narcissist use ambition and charm to reach their goal of sex, status, and stuff, which sparks self-esteem and pride. If not achieved, the self-defense against an ego threat through aggression (Campbell & Crist, 2020). When Norma heard from Max that there was a call

from Paramount, she looked happy because it was a call that she waited in her whole life. When she knew that it was not DeMille in person who called her, but someone called Gordon Cole, she suddenly got mad with the situation. She was mad, angry, and upset over DeMille and as a self-defense, she said bad things to DeMille and slammed the stick she was carrying. Norma defended herself with all that, thus her self-esteem would not go down after feeling disappointed.

Aggression is extremely damaging, often resulting in physical violence and serious damage. Aggression has the potential to escalate into physical violence if it is uncontrolled.

Datum: 60/AN/A/01:42:44

Figure 4. 24: Norma did aggression to Joe



The context of datum above is Norma and Joe was fought because Joe did not want to stay with her anymore, she wanted to live his own life without any restrain from Norma. On the other hand, Norma hates the fact that Joe will leave her because she did not want to be left. She hates being alone and feels abandoned. She also hates for being rejected.

Noma felt threatened by Joe because Joe will leave her which indicated that Joe did not want to be with her anymore. She was rejected by Joe but she cannot face the truth. According to Campbell & Crist (2020), aggression is harmful, pushes people away, can lead to bullying, and can lead to physical violence as well. Because she was being rejected, Norma did aggression over Joe by shooting him with her own revolver until Joe's body fell into the pool. She did not want to be alone, thus she killed Joe. The way she killed Joe fall into the category of physical violence which caused to death.

People do aggression when they being rejected, being told that they are not enough, and being told they cannot do what they want. The datum below showed that Norma being rejected when she asked Joe to say but Joe decided to leave her.

Datum: 58/AN/A/01:40/43

Figure 4. 25: Norma was about to do harmful thing



Norma: "And you know I'm not afraid to die!"

Joe: "That's between you and yourself."

Norma: "You think I made that up about the gun, don't you? All right." (running to take her gun)

Norma: “See, you didn’t believe me! Now, I suppose you don’t think I have the courage.”

Joe: “Oh, sure, if it would make a good scene.”

When Norma and Joe had a fight due to Joe was about to pack his clothes, Norma was threatening Joe with harmful threats that she showed to Joe that she owned a gun. It is a real gun. She never has a gun and that was the first time for her. Norma threatened Joe by saying that she has a gun and showed Joe that stuff. She even said to Joe that she did not afraid to die. When narcissists feel they are threatened, they will do aggression which lead to harmful thing and it caused by being rejected. Her ego did not want to calm after Joe reject to stay with her longer, thus she showed to Joe with something frightening about the gun.

c. Mistrust

Mistrust is when people have tendency to distrust other (Campbell & Crist, 2020). It can be linked to basic attachment. According to attachment theory, children who are raised in less stable environment or less secure environments are more likely to learn to be less trusting of others and guarded in their relationships with other people (Campbell & Crist, 2020).

There are 5 data in mistrust and the researcher served all 5 data examples of mistrust. The explanation of each data example as it follows:

Datum: 5/AN/M/00:16:17

Figure 4. 26: Norma depicted mistrust



“Lady, you got the wrong man. I had some trouble with my car, a flat tire. I pulled into your garage until I could get a spare. I thought this was an empty house.”

Norma: “It is not! get out!”

The above conversation is between Norma and Joe. At that time, Norma was waiting a coffin seller to come to her house because her chimp was dead and she need to bury him. At the same moment, Joe had a flat tire because debt collector followed him on the street, then shot Joe’s car. He went to take a look of Norma house from her garden, but it turned out Norma noticed him who she thought was a coffin seller. Norma asked him to come in. After Joe went to inside of Norma’s room and they talked, Norma realized that Joe was not a coffin seller.

Know that fact, Norma immediately asked Joe to get out from her house. Norma showed her angry face yet she was also afraid of meeting new people. Norma turned out felt suspicious of Joe that he might be has other intentions to come to her house. Norma is already in Hollywood when she was in seventeen years old. She made a picture with DeMille and other famous directors. At that time in a Hollywood, million people adored her, she was a star. she was given a special place at Paramount because she was a big success. Later

when she gets old, Paramount no longer use her to be in picture again because Hollywood need something fresh and more engaging. Suddenly her career was stopped, and she looked like nobody. She lost her fans and her fame which turned her to isolate herself in her house. She scared of other people and she cannot trust other people because she had been let down very deeply.

When Norma realized that Joe was not a coffin seller, her response is to mistrust Joe because it was her response of her prejudice in her mind toward him. According to Behary & Dieckmann (2012, p. 446) people who have a mistrust are likely to carry potential belief, emotional responses, bodily sensations and behavioral reactions such as they feel that people are only nice to them because people want something from them, people will use them and manipulate them, and feel that people with hurt them. those depictions of mistrust exist in Norma where she used to live in unstable environment that has disappointed her, and which it made her not easy to trust other people.

Mistrust individuals have basic attachment issue which when back then in their childhood, they raised in less stable and less secure environment. It leads them to grow up in the way they less trust to others. Norma Desmond raised in Hollywood with all glamorous life and her big success. Many people admired her and crazy about her. But when industry get bigger and their needs of younger, more beautiful, and talented have to be fulfilled, Hollywood kicked

Norma out of the Hollywood circle. Leaving her felt vulnerable and attached to mistrust because she felt betrayed.

Datum: 6/AN/M/00:16:35

Figure 4. 27: Norma depicted mistrust



Joe: “Wait a minute. Haven’t I seen you before? I know your face.”

Norma: “Get out or shall I call my servant?”

Joe: “You’re Norma Desmond! You used to be in silent pictures. You used to be big!”

Norma: “I am big. It’s the pictures that got small.”

Right after Norma asked Joe to get out from her house, Joe stepped out of the room, but he turned around and asked Norma about something. Norman felt very scared and she back to yell at Joe to get out. It is her response to mistrust other because she always thinking that people might be unsafe for her.

Another mistrust is when Joe asked to Norma that it seemed like he recognized Norma, but it turned out that yes, Joe was recognized that the woman in front of her was a Norma Desmond. Joe said compliments to her, and she answered with bragged herself. Norma was hurt by Hollywood industry, yet she answered Joe with

the statement that could stop the conversation about it because she did not like it.

Still related to her childhood in Hollywood. Norma got reactive when they response in a thing that made her traumatized.

Datum: 7/AN/M/00:16:49

Figure 4. 28: Norma felt unsafe and mistrust other



Joe: "I knew there was something wrong with them"

Norma: "They're dead. They're finished. There was a time in this business when they had the eyes of the whole wide world, but that wasn't good enough for them. Oh, no! they had to have the ears of the world, too, so they opened their big mouths and out came talk, talk, talk."

Joe: "That's where the popcorn business comes in. You buy yourself a bag and plug up your ears"

Norma:" Look at them in front offices, the masterminds! They took the idols and smashed them. the Fairbankeses, the Gilberts, the Valentinos! And who have we got now? Some nobodies!"

Joe: "Don't blame me. I'm not an executive, just a writer."

Norma: "You are. Writing words, words, more words! Well you've made a rope of words and strangled this business! But there's a microphone right there to catch the last gurgles, and technicolor to photograph the red, swollen tongue!"

The conversation above is between Norma and Joe. Norma was pouring out all her frustration on Hollywood. As an actress who grew up in less stable and less secure environment which directed her to feel unsafe and mistrust others, Norma said “they took the idols and smashed them.” It indicated that she viewed Hollywood as an unsafe place and made her mistrust Hollywood. When actresses do not do enough in pictures, or they get old, or they no longer have big fans, Hollywood will easily replace the actresses with newcomers.

In line with that, Norma also said “*They (Hollywood) took the idols and smashed them*” because she was one of the victims. Paramount studio replaced Norma with newcomers who were more beautiful, talented, and younger than her. She used to feel safe because everyone in Hollywood favors her. Yet, they dumped Norma once they found other actresses with new successes. It shaped her mistrust over Hollywood industry.

All the diatribes she threw were a form of response to what was happening to her back then. Norma did not want to be seen like a vulnerable person. She did not want others to see her as a helpless person who has been dumped by people. Yet, deep down she felt insecure but she did not show it.

Narcissists use mistrust to stop specific risks (Campbell & Crist, 2020). Norma was very cautious when she meets new people.

She is always on the lookout to make sure that she did not feel threatened.

Datum: 12/AE/M/00:20:59

Figure 4. 29: Norma depicted mistrust to Joe

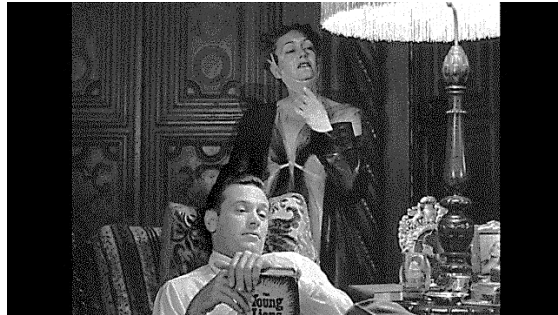


This datum showed that Norma asked Joe to read her scripts once she knew Joe was a script writer. While Joe reading all her scripts, Norma kept her eyes on Joe because she wanted Joe to not miss even one page of her scripts. Narcissists are suspicious, fearful, and mistrust others. For the very first time, Norma did not believe in Joe after the incident of wrong to recognize coffin seller incident. When Joe said that he is a script writer, Norma wanted to know that he said the truth or not, and she wanted to prove it by asking him to read the scripts.

Still related to mistrust used by narcissists as a way to stop specific risks, it drives Norma to not believe in people easily. Even it is from her closest one, Joe Gillis.

Datum: 48/AE/M/01:17:25

Figure 4. 30: Norma depicted mistrust



Norma: “You went out last night, didn’t you, Joe?”

Joe: “Why do you say that?”

Norma: “I just happen to know it. I had a nightmare and I screamed for you. You weren’t here. Where were you?”

Joe: “I went for a walk.”

Norma: “No, you didn’t. You took the car.”

Joe: “All right, I drove to the beach. Norma, you don’t want me to feel that I’m locked up this house?”

Norma: “Of course not, Joe. It’s just that I don’t want to be left alone. Nor while I’m under this terrible strain. My nerves are being torn to shreds. All I ask is for you to be a little patient and a little kind.”

Joe: “Norma, I haven’t done anything.”

Norma: “Of course you haven’t. I wouldn’t let you. Good night, darling.”

The conversation above is between Norma and Joe. Norma notices that several times Joe sneak out from a house and drives a car. Norma depicted her mistrust when she is reacted with Joe’s answer about where was him when he was not around. Norma did easily what people said including Joe. She wanted to know the reasons and where he was by questioning a lot of questions. She wanted to make sure that Joe told her the truth.

Norma has less trust on Joe because Joe's answers were suspicious to her. As a person who has mistrust, Norma needs to be convinced that nothing happened seriously. Less stable environment in her childhood affects her personality in her adults which drives Norma to mistrust others. Norma constantly seeking reassurance or evidence of their trustworthiness and wary for any signs of betrayal or disloyalty of Joe.

d. Fragility

Fragility is related to the issue of self-esteem (Campbell & Crist, 2020). Fragility and self-esteem are linked together which self-esteem influences and individual and emotional well-being and ability. Individuals who have poor self-esteem are more likely to be fragile. Narcissists who are fragile are also very sensitive at the same time. Narcissists are fragile, they can be hurt easily by any information that challenges their inflated self-image (Campbell & Crist, 2020). They are very sensitive and fragile.

There are 10 data in fragility and the researcher served 5 data examples of fragility. The explanation of each data example as it follows:

Datum: 50/N/F/01:26:56

Figure 4. 31: Norma became fragile



“Oh, Joe, where were you? Is it a woman? I know it’s a woman. Who is she? Why can’t I ask you? I must know!”

When Norma cannot find Joe in her house, she waited Joe to come back. When she went into his room, it turned out that Joe was already on a bed. There, Norma said those words as if she talked to Joe. Norma has waited Joe for a long time, she was very agitated to find Joe was not there in his house. Fragility is related to the issue of self-esteem and fragility is when negative comments directed towards narcissists have the potential damage to cause reactivity or destabilization (Campbell & Crist, 2020) which here Norma depicted has fragility because she became fragile once she knew that Joe kept sneak out at night and it might be for a girl, she thought. The fact that Joe kept sneak out at night was for a girl destabilized her, caused her emotional distress.

The issue of self-esteem fragility is also depicted in the datum below:

Datum: 53/N/F/01:34:22

Figure 4. 32: Norma became sensitive



Norma: "I love you, Joe. I love you, Joe. I love you, Joe."
(Bell ringing and it must be Miss Schaefer.)
Norma and Joe both are surprised then Joe left Norma
and go to downstairs
Norma: "What are you going to do, Joe? What are you
going to do?"

The above conversation is between Norma and Joe. They had a fight because Norma called Betty by threatening her if she still was brave enough to has relationship with Joe. Norma became fragile when she found out that Joe was totally mad at her, and Joe did not answer her questions. When the bell was ringing, they both know that it was Betty who came to her house, suddenly Joe can down the stairs and met Betty. As a person who did not want to see Joe and Betty together because in Norma's opinion Joe was only belong to her, she became so sensitive over Joe. She asked Joe some questions that Joe did not even care about. She destabilized by emotion because her fragility by loving Joe.

If someone says something negative, fragile individuals become reactive or destabilized by it. The datum below describe that

Norma become reactive by begging to Joe to be like nothing happen because Norma knew Joe was mad to her.

Datum: 56/N/F/01:39:25

Figure 4. 33: Norma felt fragile



“May I come in, Joe? I’ve stopped crying. I’m all right again. Joe, tell me you’re not cross. Tell me everything is just as it was, Joe.”

After Joe met Betty, Joe was still mad over Norma. He went straight to his room and ignored Norma. Norma who still felt fragile. Norma express a desire for things to return to normal like before. This indicates a fragility in her emotional state, as she was relying on sense of stability and security. She felt comfortable and secure when she was near Joe. When Joe was not near her, or even did not want to talk to her, she did not have someone to rely on, then she turned to be very sensitive related to fragility.

Still related to the issue of self-esteem and fragility, here Norma begged to Joe to not leave. She offered Joe with anything he could say yes about, just to make Joe stay.

Datum: 57/N/F/01:39:47

Figure 4. 34: Norma had self-esteem issue



Norma: “Joe, what are you doing, Joe? What are you doing?” (With intense voice)

Joe: “I’m packing”

Norma: “You’re leaving me!”

Joe: “Yes, I am, Norma.”

Norma: “No, you’re not! Max! Max!”

Joe: “Thanks for letting me wear the handsome wardrobe. And thanks for the use of all the trinkets. The rest of the jewelry is in the top drawer.”

Norma: “It’s yours, Joe. I gave it to you.”

Joe: “And I’d take it in a second. Only it’s a little too dressy for sitting behind a copy desk in Dayton, Ohio.”

Norma: “These are nothing! You can have anything you want. What is it you want? Money?”

Joe: “Norma you’d be throwing it away. I don’t qualify for the job, not anymore.”

Norma: “You can’t go! Max! Max! I can’t face life without you. Max! Max!”

When Joe was prepared herself to leave her, Norma was whining to keep him from leaving. Joe did not consider any Norma’s words, he kept packed his things up, ready to leave. Norma’s fragility showed that she became reactive when Joe was about to leave her. She tried to catch Joe in a conversation. In line with

Campbell & Crist (2020) that narcissists are fragile and they can be hurt easily by any information that challenges their inflated self-image. Norma was being hurt by the fact that Joe was about to leave her. She became felt hurt and she did what she can do to make Joe stay but it did not change anything.

Norma was being vulnerable by depicted has fragility when there was someone hurt her self-esteem. It makes her felt down low and drives her being unstable. The datum below showing that Norma being fragile of what Joe said which made she has self-esteem issue.

Datum: 35/N/F/00:53:24

Figure 4. 35: Norma experienced self-esteem fragility



After Norma found that Joe Gillis did not want to be with her, she became sad and reactive to hurt herself. In line with Campbell & Crist (2020) stated that fragility is related to the issue of self-esteem fragility or the idea that if someone says something negative about you, you become reactive or destabilized by it. Here, Norma felt unstable after she heard something negative came from Joe who told her that he was not enough for them. Norma made an

assumption that Joe indirectly said to Norma that he did not want to be with her. It made Norma felt hurt easily by what Joe said. She became fragile because that thing challenges her self-image as a someone who felt she never leave by anyone.

B. Discussions

This section focuses on discussion about the dominant data from two problem statements. The fist problem statement discusses about the aspect of narcissism as seen from Norma Desmond character in *Sunset Boulevard* (1950) and the second problem statement discusses about how narcissism affects narcissists’ personality. Those problem statements are answered by theory of narcissism by Campbell & Crist (2020) from their book entitled “The New Science of Narcissism: Understanding one of the Greatest Challenges of Our Time and What You Can Do About It.” This research focus on Norma Desmond character which the researcher investigates the narcissism tendency in Norma’s character and the researcher uses *Sunset Boulevard* (1950) as the object of the study.

Table 4. 3: Componential table

Agentic Extraversion						Antagonism						Neuroticism					
O	G	I	A	M	F	O	G	I	A	M	F	O	G	I	A	M	F
x	30	x	x	1	x	x	6	x	15	4	x	x	x	x	x	x	10

The data componential table above, contains the data from two problem statements. The researcher found 66 data investigated in *Sunset*

Boulevard (1950). In the first problem statement related to the aspects of narcissism, the researcher has found 31 data in agentic extraversion, 25 data in antagonism, and 10 data in neuroticism. In the second problem statement related to how narcissism affects narcissists' personality, the researcher has found out 36 data in grandiosity, 15 data in aggression, 5 data in mistrust, and 10 data in fragility. From the finding data, there are dominant data in each problems statement which 31 data in agentic extraversion aspect of narcissism and 36 data in grandiosity in *Sunset Boulevard* (1950).

Agentic extraversion is the most common aspect of narcissism and it is a dominant data aspect of narcissism found in *Sunset Boulevard* (1950). Campbell & Crist (2020) stated that agentic extraversion captures confidence, social boldness, has ability to achieve goals, ascend to leadership, and achieve other outcomes. In agentic extraversion, involves ambition to reach the goals since the people with agentic extraversion have strong belief in themselves and their capacity to achieve success and recognition because they are driven by the need for achievement and status. Agentic extraversion is characterized by a high level of self-assurance and confident, assertive in social interactions, tend to be driven, motivated, and persistent in pursuing their goals.

People who have agentic extraversion tend to focus heavily on task and projects, are influenced by rewards, including psychological rewards, they are drawn to success, fame, and opportunities to achieve, excel, and get recognition, they are also socially confident (Campbell &

Crist, 2020). Norma Desmond character in *Sunset Boulevard* (1950) proves that she has agentic extraversion because she fought for her goal to be a great star again in Hollywood industry in order to get success and fame, thus people would admired and adored her. Norma wrote pictures scripts for her comeback, she hired Joe Gillis as her script writer to fix her script thus it could be sent to DeMille, she met DeMille to discuss about the scripts because DeMille was the only way she could enter Paramount Studio, and she even underwent various hurtful beauty treatmen just for to be on screen again. She likes to be admired by other people, she likes when people see her that is the reason she reach her goal at all cost.

The second problem statement related to how narcissism affects narcissists' personality, reflects the data dominant is in grandiosity. According to Campbell & Crist (2020), grandiosity means people thinking that they are a big deal which is related to competitiveness, overestimating attractiveness, and has lack of shame. In line with that statement, Campbell & Crist (2020) also mentioned that narcissist who has grandiosity are charming individual, have high self-esteem and generally feel good about themselves. Grandiosity is when individuals believe they are exceptional, unique, and deserving of special treatment and recognition. Grandiosity appears in Norma Desmond character in *Sunset Boulevard* (1950) which Norma has a high view of herself. Norma belief in her past glory when she was one of the greatest silent picture star in Hollywood and see herself as a legendary figure in the

film industry. She often says that she is capable to be on screen even with no dialogue because she can say anything with her eyes and she has a beautiful face. She bragged herself by doing anything which she considers an extraordinary thing. Norma also wrote her comeback scripts contained only herself to be the center of the story because she think she is a big star then she has to be treated that way.

The researcher found that is signify between two dominant data from each problem statement. Agentic extraversion influences by rewards, including a psychological rewards and people who have agentic extraversion, are drawn to success, fame, and opportunities to achieve, excel, and get recognition. Norma Desmond who depicted has agentic extraversion strived for her goal to reach success and fame in order to get recognition thus she can received admiration from other

According to Burnell et al. (2020, p. 29) the correlation between grandiosity and agentic extraversion is the inflated self-image of those high in grandiosity render them more likely to perceive that others are worse off than the self. Norma Desmond who has grandiosity driver her to feel an exaggerated perception of her own ability to act on the screen, qualities to be a great Hollywood star , and her accomplishment to be a big silent picture back then in her heyday. Norma also likely to brag about how great she is, how reach she is so no one can compete. This perception reinforces Norma's self-importance and reinforces her belief in her exceptionalism.

CHAPTER V

CONCLUSIONS, IMPLICATIONS, AND SUGGESTIONS

There are three parts of this chapter, there are conclusion, implication, and suggestion. The first is conclusion which consists answers of two problem statements of this study, they are the aspects of narcissism and how narcissism affects narcissists' personality as seen from Norma Desmond character in *Sunset Boulevard* (1950). The second part is implication that contains theoretical impact of this study which comprehend the topic of narcissism in literature. The third part is suggestion which contains suggestion for other researchers who study related topic.

A. Conclusions

Based on the analysis, the researcher discovered three aspects of narcissism as seen from Norma Desmond character in *Sunset Boulevard* (1950), there are agentic extraversion, antagonism, and neuroticism. The total data are 66 data, and those aspects were found with details: agentic extraversion with 31 data, antagonism with 25 data, and neuroticism in 10 data. It can be concluded that in the first problem statement related to the aspects of narcissism, agentic extraversion is a dominant aspect of narcissism as seen from Norma Desmond in *Sunset Boulevard* (1950). The researcher also found out on how narcissism affects narcissists' personality. There are six affects of narcissism in narcissists' personality: overconfidence, grandiosity, infidelity, aggression, mistrust, and fragility. In this study of narcissism, there are four affects of narcissism in narcissists' personality: grandiosity with 36 data,

aggression with 15 data, mistrust with 5 data, and fragility with 10 data. Grandiosity is a dominant data on how narcissism affects narcissists' personality as seen from Norma Desmond character in *Sunset Boulevard* (1950).

Further, the researcher found the linkage between two dominant data from two problem statements. Agentic extraversion described people who are drawn to success, fame, and opportunities to get recognition and it related to grandiosity which a person has a grandiose sense of self. Norma is crazy about success and want to hit fame thus people would admire her and it affects on grandiosity when people have grandiose sense of self where they have high self-esteem, and feel good about themselves. People with agentic extraversion is confident and believe they can achieve their goals which impact their grandiosity that they became ambitious, driven, become a charming individual to reach their goals and high inflated self-image.

B. Implications

The theoretical implication of this research regarding to the narcissism, the aspects of narcissism, and the affects of narcissism in literary works. This study can contribute to the study of narcissism itself, provide readers with insight and comprehension regarding the topic of narcissism in Norma Desmond character in *Sunset Boulevard* (1950) and for other literary works which describe narcissistic personality trait in them. this study can also help readers to understand about the implication of narcissism in real life in how to deal with narcissists, how

to understand them, and how to recognizing the aspects and the personalities that exist in them.

C. Suggestions

From this study, there are two suggestions. The first is for English Literature study program students that can increase the interest to study about narcissism applied in various literary works. The second one is for other researchers who are interested and want to conduct study of narcissism. There are some gap studies in this study of narcissism that other researchers can elaborate more such as, other researchers can conduct an analysis of the cause of narcissism within Norma Desmond in *Sunset Boulevard* (1950). Other researchers can also analyze about the impact of Norma Desmond's narcissism for other people in *Sunset Boulevard* (1950), and how people around narcissist deal with a narcissist in *Sunset Boulevard* (1950).

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APPENDICES

A. VALIDATION SHEET

The thesis data titled: “**An Analysis of Narcissism as Seen from Norma Desmond Character in *Sunset Boulevard* (1950)**” had been validated by Mrs. Hidayatul Nurjanah, M.A. on:

Day: Monday

Date: June 5th 2023


Surakarta, June 5th 2023



Validator

A handwritten signature in black ink, appearing to read 'Hidayatul Nurjanah', written in a cursive style.



Hidayatul Nurjanah, M.A.


A. DATA VALIDATION

No.	Coding	Data	The Aspects	The Affects	Explanation	Valid/ Invalid
1.	<p>1/AN/A/00:02:18</p> <p>1: Datum number AN: Antagonism AG: Aggression 00:02:18: Time of the scene</p>	 <p>Narrator: “You see, the body of a young man was found floating in the pool of her mansion, with two shots in his back and one in his stomach.”</p> <p>Note: Norma killed Joe Gillis, her script writer who worked for her comeback script because Joe did not want to fulfill Norma’s request to stay with her in her house.</p>	Antagonism	Aggression	<p>Norma did a physical abuse to Joe by killing him because he wants to leave Norma while Norma doesn’t want to be left. She has sense of entitlement which her needs matter more than other and when her need cannot be achieved, she killed Joe which related to aggression.</p> <p>This is included in antagonism because it linked to physical abuse where Norma killed Joe by shooting him with her revolver. Antagonism itself predicts aggression because Norma was being rejected by Joe. It is supported by Campbell & Crist (2020) that mention in antagonism found lack of empathy and can predict aggression</p>	Valid


					because narcissist is being rejected.	
2.	2/AE/G/00:13:08 2: Datum number AE: Agentic Extraversion G: Grandiosity 00:13:08: Time of the scene	 <p>Narrator: "It was a great big white elephant of a place. The kind crazy movie people built in the crazy '20s."</p> <p>Norma has a big house which also luxurious as well. From its appearance, the house shows the luxurious side which has a big garage, a pool, a big garden, and the staircase leading the way to the front door. By having a big luxurious house, she can amaze people with her sense of success and people would praise her.</p>	Agentic Extraversion	Grandiosity	<p>This is included in agentic extraversion because having a big luxurious house is a symbol of success and narcissistic individuals are attracted to success. It is supported by Campbell & Crist (2020) that agentic extraversion people are drawn to success, fame, and other opportunities to achieve.</p> <p>This is included in grandiosity because grandiose narcissists are charming individuals, feel good about themselves, and thinking they are a big deal</p>	Valid
3.	3/AN/G/00:15:29 3: Datum Number AN: Antagonism G: Grandiosity 00:15:29: Time of the scene		Antagonism	Grandiosity	<p>This is included in antagonism because Norma captures a sense of entitlement by having a special chimp and it has to bury in her house. Antagonism also useful for breaking rule. According to Campbell &</p>	Valid



		<p>Norma: "I've made up my mind we'll bury him in the garden. Any city laws against that?"</p> <p>Joe: "I wouldn't know."</p> <p>Norma: "I don't care anyway."</p> <p>Note: Norma wants to bury her chimp in the garden behind the house but she doesn't care about the city laws.</p>			<p>Crist (2020) antagonism encompasses sense of entitlement which means a person's needs matter than those of others. That is why Norma wants to bury her chimp in her garden because she does not care about city law, even though if it was forbidden, she still violated.</p> <p>This is included in grandiosity because Norma thinking she is a big deal, aligned with what Campbell & Crist (2020) stated that grandiose individuals thinking that they are a big deal means that they are special and important, thus Norma feels like she is special and no one will stop her.</p>	
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<p>4.</p>	<p>4/AN/G/00:15:59</p> <p>4: Datum number AN: Antagonism G: Grandiosity 00:15:59: Time of the scene</p>	 <p>Norma: “I want the coffin to be white, and I want it specially lined with satin. White or deep pink. Maybe red. Bright, flaming red. Let’s make it gay. How much will it be? I warn you, don’t give me a fancy price just because I’m rich!”</p> <p>Note: Norma thought Joe is a coffin seller. She told Joe about the coffin she wants to her chimp and warn him to not give the fancy price because she is rich.</p>	<p>Antagonism</p>	<p>Grandiosity</p>	<p>This is included in antagonism because Norma was being superior over Joe by saying that she is rich and she warned Joe for not giving a fancy price to her. It aligned with Campbell & Crist (2020) stated that high level of antagonism can reveal dominance, superiority, and arrogance.</p> <p>Norma as a narcissist portrayed grandiosity which she has lack of shame by saying she is rich without anyone asking aligned with statement by Campbell & Crist (2020) where grandiosity related to lack of shame and have high self-esteem.</p>	<p>Valid</p>
<p>5.</p>	<p>5/AN/M/00:16:17</p> <p>5: Datum number AN: Antagonism M: Mistrust 00:16:17: Time of the scene</p>		<p>Antagonism</p>	<p>Mistrust</p>	<p>This is included in antagonism because it linked to emotional abuse. According to Campbell & Crist (2020), antagonism is linked to emotional abuse and</p>	<p>Valid</p>


		<p>Joe: “Lady, you got the wrong man. I had some trouble with my car, a flat tire. I pulled into your garage until I could get a spare. I thought this was an empty house.” Norma: “It is not! get out!”</p> <p>Note: Norma is mad at Joe because Joe told to Norma that he thought her house is an empty house. Then Norma asked him to get out from her house.</p>			<p>sense of entitlement. Here, Norma was mad at Joe because Joe has hurt Norma’s sense of entitlement by saying her house was empty. In fact, she and her servant were living in it.</p> <p>This is included in mistrust because Norma felt suspicious of Joe when she knew that Joe was not a coffin seller. According to Campbell & Crist (2020), narcissists have tendency to mistrust other. Mistrust is her response of her prejudice in her mind towards Joe.</p>	
6.	<p>6/AN/M/00:16:35</p> <p>6: Datum number AN: Antagonism M: Mistrust 00:16:35: Time of the scene</p>	 <p>Joe: “Wait a minute. Haven’t I seen you before? I know your face.” Norma: “Get out or shall I call my servant?”</p>	Antagonism	Mistrust	<p>This is included in antagonism because Norma believes in her superiority about being a big star back then. She was being superiority, bragging about herself, being arrogance, and mocked other people. It is aligned with Campbell & Crist (2020) statement that antagonism includes</p>	Valid


		<p>Joe: “You’re Norma Desmond! You used to be in silent pictures. You used to be big!” Norma: “I am big. It’s the pictures that got small.”</p> <p>Note: Joe said to Norma that he knows her that she was a big actress back then in silent picture era. Norma agreed that she was a big star but she mocked Hollywood industry was shrinking when she was no longer in picture.</p>			<p>a sense of superiority to others, reveals in superiority, arrogance, bragging, and showing off. Because she was in her house and she has the authority there, Norma told Joe to leave her house in inappropriate way.</p> <p>This is included in mistrust in a way Norma responded to Joe with “<i>I am big. It’s a picture that got small</i>”. According to Campbell & Crist (2020) mistrust is associated with narcissistic trait and it is related to basic attachment issue where people has unstable and less secure environment in their childhood. Norma’s respond to Joe is a reflection of disappointment of her previous career in Hollywood. She did not want to talk about a thing that made her insecure.</p>	
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7.	<p>7/AN/M/00:16:49</p> <p>7: Datum number AN: Antagonism M: Mistrust 00:16:35: Time of the scene</p>	 <p>Joe: "I knew there was something wrong with them"</p> <p>Norma: "They're dead. They're finished. There was a time in this business when they had the eyes of the whole wide world, but that wasn't good enough for them. Oh, no! they had to have the ears of the world, too, so they opened their big mouths and out came talk, talk, talk."</p> <p>Joe: "That's where the popcorn business comes in. You buy yourself a bag and plug up your ears"</p> <p>Norma:" Look at them in front offices, the masterminds! They took the idols and smashed them. the Fairbankses, the Gilberts, the Valentinos! And who have we got now? Some nobodies!"</p> <p>Joe: "Don't blame me. I'm not an executive, just a writer. "</p> <p>Norma: "You are. Writing words, words, more words! Well you've made a rope of words and strangled this business! But there's a microphone right there to catch the</p>	Antagonism	Mistrust	<p>This is included in antagonism because Norma's superiority and arrogance are showed when she felt offended about conversation between Joe and her. When she says "<i>They're dead. They're finished.</i>" It shows her arrogance. It supported by Campbell & Crist (2020) stated that antagonism is linked to dominance, superiority, and arrogance.</p> <p>Meanwhile, mistrust is seen from her statement about Hollywood in which she says "<i>They took the idol and smashed them</i>" also says bad words about people out there who are not in her favor. Norma raised in a less stable environment where after she grown up, Hollywood is no longer need them and her career was suddenly stop. It supported by Campbell & Crist (2020) that when</p>	Valid
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		<p>last gurgles, and technicolor to photograph the red, swollen tongue!”</p> <p>Notes: Norma degraded other people in Hollywood industry by speaking badly of them.</p>			<p>someone grew up in a less stable or less secure environment, they learn to be less trusting of others in their relationship with other people.</p>	
8.	<p>8/AN/A/00:17:39</p> <p>8: Datum number AN: Antagonism A: Aggression 00:17:39: Time of the scene</p>	 <p>Note: Norma was insulting people passionately and suddenly Joe told her to lower her voice and made a joke that It could be waking up her dead chimp. Norma got mad at her and told him to get out from her house.</p>	Antagonism	Aggression	<p>Norma has sense of superiority, dominance, and being arrogance related to antagonism to Joe when Joe was joking about their conversation and Norma felt offense that she expected to get a feedback from Joe.</p> <p>Antagonism predicts aggression because Norma was being mad at her and snapped Joe to get out from her house.</p>	Valid
9.	<p>9/AE/G/00:18:50</p> <p>9: Datum number AE: Agentic Extraversion G: Grandiosity 00:18:50: Time of the scene</p>		Agentic Extraversion	Grandiosity	<p>Norma depicted agentic extraversion because she strives to success and fame and she works on it by writing her own scripts for her comeback.</p> <p>Inside the scripts, Norma wrote that she will play Salome and it depicted in</p>	Valid


		<p>Norma: "This is to be a very important picture. I've written it myself. Took me years."</p> <p>Joe: "looks like enough for six important pictures"</p> <p>Norma: "It's a story of Salome. I think I'll have DeMille direct it."</p> <p>Joe: "DeMille?"</p> <p>Norma: "We made a lot of pictures together."</p> <p>Joe: "And you'll play Salome?"</p> <p>Norma: "Who else?"</p> <p>Joe: "Only asking. I didn't know you were planning a comeback."</p> <p>Norma: "I hate that word! It's a return! A return to the millions of people who have never forgiven me for deserting the screen."</p> <p>Note: Norma try to writer her own pictures for years and she will be Salome as her return.</p>			<p>need of admiration because grandiose people want to be admired and recognized. It aligned with Campbell & Crist (2020) mentioned that grandiosity is when a person has a grandiose sense of self and expects to be recognize for it.</p>	
10.	<p>10/AE/G/00:19:23</p> <p>10: Datum number AE: Agentic Extraversion G: Grandiosity 00:19:23: Time of the scene</p>	 <p>Norma: "Salome. What a woman. What a part! The princess in love with a holy man. She dances the dances of the seven veils. He</p>	Agentic Extraversion	Grandiosity	<p>The way Norma acting out her role as Salome depicted confident has interested in fame so she can get recognition from spectators which is linked to agentic extraversion. Line up with that statement, agentic extraversion captures confidence, social</p>	Valid



		<p>rejects her, so she demands his head on a golden tray. Kissing his cold dead lips.”</p> <p>Note: Norma demonstrate how she will play Salome as her first picture for her comeback.</p>			<p>boldness and ability to achieve goals</p> <p>Norma depicted grandiosity reflected in grandiose sense of admiration because once she is being a main character, the spectators will keep their eyes on her.</p>	
11.	<p>11/AN/A/00:19:57</p> <p>11: Datum number AN: Antagonism A: Aggression 00:19:57: Time of the scene</p>	 <p>Note: Norma asked Joe to sit down and read all the scripts. Joe said that he's fine and doesn't need to sit down. Norma was getting mad because Joe doesn't want to do what she wanted him to do.</p>	Antagonism	Aggression	<p>This scene categorized as antagonism because Norma showed her superiority. She felt that she can tell anyone to do things she asked to do related to what Campbell & Crist stated that antagonism person reveal superiority.</p> <p>This is categorized as aggression because here Norma suddenly got mad at Joe because she gave order to Joe but Joe do not want to do it.</p>	Valid


12.	<p>12/AE/M/00:20:59</p> <p>12: Datum number AE: Agentic Extraversion M: Mistrust 00:20:59: Time of the scene</p>	 <p>Note: in this scene, Norma keeps an eye on Joe with her serious face. She wants to make sure that Joe read all the scripts. She also threw another bundle of scripts for Joe to read.</p>	Agentic Extraversion	Mistrust	<p>This is included in agentic extraversion because Norma strived to get success and fame again like she used to. It aligned with Campbell & Crist (2020) statement that agentic extraversion people are drawn to success, fame, opportunities to achieve, excel, and get recognition.</p> <p>This is included in mistrust because Norma has tendency to mistrust other. Here, Norma kept her eyes on Joe because she did not fully trust Joe yet, she wanted to make sure that Joe read all the script and it was her way to respond her mistrust. It supported by Campbell & Crist (2020) that narcissists are suspicious, fearful, and mistrust.</p>	Valid
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13.	<p>13/AE/G/00:22:14</p> <p>13: Datum number AE: Agentic Extraversion G: Grandiosity 00:22:14: Time of the scene</p>	 <p>Norma: “Well?” Joe: “This is fascinating” Norma: “Of course it is” Joe: “Maybe it’s a little long and maybe there’s some repetitions, but you’re not a professional writer.” Norma: “I wrote that with my heart” Joe: “Sure you did. That’s what makes it great. What it needs is maybe a little more dialog.” Norma: “What for? I can say anything I want with my eyes. “ Joe: “Well, it certainly could use a pair of shears and a blue pencil.” Norma: “I will not have it butchered” Joe: “Of course not, but it ought to be organized.”</p> <p>Note: Joe told Norma to add some dialogues in her scripts and it is also too long, but she refused Joe’s offer because she felt she could say anything with her eyes, so there was no need for dialog.</p>	Agentic Extraversion	Grandiosity	<p>This is included in agentic extraversion because Norma is confident with her script, work hard for it because she wanted success, fame, and recognition once she reached her goal to be a star. This is in line with Campbell & Crist (2020) mentioned that agentic extraversion captures drawn to success, fame, and opportunities to achieve, excel, and get recognition.</p> <p>This is captured that Norma said she does not need dialog, she can say anything with her eyes, instead. It categorized as a grandiosity because she has high self-esteem and she feel good about herself.</p>	Valid
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14.	<p>14/AE/G/00:23:15</p> <p>14: Datum number AE: Agentic Extraversion G: Grandiosity 00:23:15: Time of the scene</p>	 <p>Norma:” I want you to do this work.” Joe: “Me? I’m busy. I just finished a script, and I’m due on another assignment” Norma: “I don’t care.” Joe: “You know, I’m pretty expensive. I get 500 a week.” Norma: “I wouldn’t worry about money. I’ll make it worth your while.” Joe: “Maybe I’d be better take the rest of the script home and read it.” Norma: “Oh, no! I couldn’t let it out of my house. You’ll have to finish it here.” Joe: “Well, it’s getting kind of late” Norma: “Are you married, Mr...” Joe:” Name is Joe. Single.” Norma: “Where do you live?” Joe: “Hollywood. Alto Nido Apartments.” Norma: “There’s something wrong with your car, you said.” Joe: “There sure is” Norma: “Why shouldn’t you stay here?” Joe: “Look, I’ll come back early tomorrow.”</p>	Agentic Extraversion	Grandiosity	<p>This is categorized in agentic extraversion depicted Norma is drawn to success and fame, hence she offered Joe a job to be her script writer by offering the lure of money and facility.</p> <p>Norma here was depicted grandiosity because she showed her competitiveness over Joe, by offering money to Joe, thus her goal can be achieved.</p>	Valid
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		<p>Norma: “Nonsense. There’s a room over the garage. Max will take you there. Max!”</p> <p>Note: Norma negotiate about fee for Joe to work for her and Norma was not allowed Joe to take the scripts home. Norma also asked Joe to stay here with her.</p>				
15.	<p>15/AN/A/00:28:10</p> <p>15: Datum number AN: Antagonism A: Aggression 00:28:10: Time of the scene</p>	 <p>Joe: “Hey, you! Max, whatever your name is, what are my things doing here? I’m talking to you! My clothes and things are up in the room!” Max: “Naturally. I brought them myself” Joe: “Is that so?” Max: “Why. What’s the matter? Is there anything missing?” Joe: “Who said you could? Who asked you to?” Norma: “I did. I don’t know why you should be so upset. Stop that playing, Max. it seemed like a good idea if we are to work together.” Joe: “Look, I’m supposed to fix up your script. There’s nothing in the deal about my straying here!”</p>	Antagonism	Aggression	<p>This is included in antagonism because Norma felt about being superior over Joe and it leads to aggression because Norma did abuse thing, to Joe by moving out Joe things to her house without Joe’s concern and it support with statement by Campbell & Crist (2020) that aggression is harmful, pushed people away, can lead to bullying, can lead to physical violence.</p>	Valid



		<p>Norma: “You’ll like it here.”</p> <p>Note: Norma asked Max to move Joe’s stuff out from his apartment to Norma’s house without Joe’s concern, so Joe could stay there with her in her house.</p>				
16.	<p>16/AN/A/00:29:03</p> <p>16: Datum number AE: Antagonism A: Aggression 00:19:03: Time of the scene</p>	 <p>Note: Norma was angry of Joe because he refused her to stay in her house</p>	Antagonism	Aggression	This is included in antagonism because Norma’s superiority was hurt by Joe because Joe does not want to obey Norma. It drives Norma did aggression by getting mad at Joe because Norma was being rejected by Joe.	Valid
17.	<p>17/AE/G/00:29:17</p> <p>17: Datum number AE: Agentic Extraversion 00:29:17: Time of the scene</p>	 <p>Joe: “I thought if I really got going, I could finish it up in a couple of weeks, but it wasn’t so simple getting some coherence into those wild hallucinations of hers. And what made it even tougher was that she was around all the time, hovering over me,</p>	Agentic Extraversion	Grandiosity	Norma depicted agentic extraversion because she focuses on her goal to reach success and fame and she feels she has a power over Joe by keeping an eye on Joe to make sure he does what he has to. It depicted grandiosity which she feels good about themselves, has lack of shame and directed to her screenplay writing just talking about	Valid


		<p>afraid I'd injury to that precious brainchild of hers."</p> <p>Note: There are a lot of her wild hallucination inside the scripts made Joe difficult to organize and Norma always around Joe when he is working on the scripts.</p>			<p>her hallucination of being the center of picture she thinks that she is a big star and capable to make pictures again.</p>	
18.	<p>18/AE/G/00:29:51</p> <p>18: Datum number AE: Agentic Extraversion G: Grandiosity 00:29:51: Time of the scene</p>	 <p>Norma: "What's that?" Joe: "Just a scene I threw out" Norma: "Which scene?" Joe: "The one where you go to the slave market. It's better to cut directly to John the Baptist..." Norma: "Cut away from me?" Joe: "Honestly, it's a little too much of you. They don't want you in every scene." Norma: "They don't? Then why do they still write me fan letters every day? Why do they beg me for my photographs? Why? Because they want to see me. Me! Norma Desmond."</p> <p>Note: Norma feels that she is admired by many fans.</p>	Agentic Extraversion	Grandiosity	<p>Norma depicted agentic extraversion trait because she wants to achieve her goal by making pictures again in Hollywood and she will be the main role so the spectators can see her in the whole picture.</p> <p>This is included in grandiosity because she thinks she is a big deal and has no shame of writing the whole scripts only about her.</p>	Valid



19.	<p>19/AN/A/00:29:58</p> <p>19: Datum number AN: Antagonism A: Aggression 00:29:52: Time of the scene</p>	 <p>Note: Norma Desmond was mad at Joe because he cut off some of her scenes.</p>	Antagonism	Aggression	<p>This is included in Antagonism because she has a sense of entitlement about her scripts which she is the main character. This is included in aggression because what Joe did to her, made her mad related to what Campbell & Crist (2020) mentioned that narcissist use ambition and charm to reach their goal of sex, status, and stuff which sparks self-esteem and pride and if not achieved, the self defends against an ego threat through aggression.</p>	Valid
20.	<p>20/AE/G/00:30:23</p> <p>20: Datum number AE: Agentic Extraversion G: Grandiosity 00:30:23: Time of the scene</p>	 <p>Note: Norma was signing photographs for fans happily and lovingly.</p>	Agentic Extraversion	Grandiosity	<p>This is categorized in agentic extraversion because Norma is crazy about success and fame. She likes when she feels to be loved, means that there are people out there who love her as fans of her.</p> <p>This is included in grandiosity trait, when a narcissist aware that they</p>	Valid


					are attractive and need admiration supported by Campbell & Crist (2020) stated that grandiosity is when a person has a grandiose sense of self and expects to be recognize for it.	
21.	21/AE/G/00:30:54 21: Datum number AE: Agentic Extraversion G: Grandiosity 00:30:54: Time of the scene	 <p>Narrator: “The great Norma Desmond. How could she breathe in that house so crowded with Norma Desmonds, more Norma Desmonds, and still more Norma Desmonds”</p> <p>Note: Norma displays her photographs in every side of her house in consequence, people who visit her house, can see her face.</p>	Agentic Extraversion	Grandiosity	<p>This is categorized in agentic extraversion can be seen from the way Norma outs her picture all over the house, thus people who came along can see her in photographs because she is confident.</p> <p>This is included in grandiosity trait because Norma has lack of shame by showing off her photographs because she felt good about herself being seen by people.</p>	Valid



22.	<p>22/AE/G/00:31:00</p> <p>22: Datum number AE: Agentic Extraversion G: Grandiosity 00:31:00: Time of the scene</p>	 <p>Narrator: “Just becoming a fan, excited about that actress up there on the screen. I guess I don’t have to tell you who the star was. They were always her pictures. That’s all she wanted to see.”</p> <p>Note: Two or three times a week Norma Desmond asked Joe to have a movie time with her and she always played movies she starred in back then when she was a famous silent movie actress.</p>	Agentic Extraversion	Grandiosity	<p>This is categorized in agentic extraversion, can be seen from Norma regularly watched herself in her movies and acted as if she was a fan who was so passionate about seeing a star, namely herself.</p> <p>This is categorized as grandiosity that she has high self-esteem by feeling good about herself played in movies.</p>	Valid
23.	<p>23/AE/G/00:32:34</p> <p>23: Datum number AE: Agentic Extraversion G: Grandiosity 00:32:34: Time of the scene</p>	 <p>Norma: “Still wonderful, isn’t it? And no dialog. We didn’t need dialog. We had faces. There just aren’t any faces like that anymore. Maybe one, Garbo.”</p>	Agentic Extraversion	Grandiosity	<p>Norma is confident about her beauty that adored with other people categorized as agentic extraversion.</p> <p>It is categorized as grandiosity because Norma have lack of shame by telling Joe about her beauty.</p>	Valid


		Note: Norma feels that she does not need dialog to act in movies, just a pretty face, she can act in movies.				
24.	24/AE/G/00:32:58 24: Datum number AE: Agentic Extraversion G: Grandiosity 00:32:58: Time of the scene	 <p>Norma: “Oh, those idiot producers. Those imbeciles. Haven’t they got any eyes? Have they forgotten what a star looks like? I’ll show them. I’ll be up there again, so help me!”</p> <p>Note: Norma mocked the producers and people who work behind the pictures that they do not know what the star looks like and she tries to let them know that she is a star</p>	Agentic Extraversion	Grandiosity	Norma depicted has agentic extraversion because she is interested to be a star again, she will work for her goal. It also depicted grandiosity because she is sick of people being in Hollywood and think she is forgotten, thus she wanted to take revenge on those people. This statement aligned with Campbell & Crist (2020) stated that grandiose narcissists who feel outcast and rejected and seeks status a revenge against all those who harmed him.	Valid
25.	25/AN/A/00:34:49 25: Datum number AN: Antagonism A: Aggression 00:34:49: Time of the scene		Antagonism	Aggression	Norma does not care at all when Joe asked to Norma for some money to help him with his car. It depicted lack of empathy related to antagonism which aligned with Campbell and Crist	Valid


		<p>Joe: "I want to talk to you for a minute"</p> <p>Norma: "Not now, my dear. I'm playing three no-trump."</p> <p>Joe: "They've come for my car"</p> <p>Norma: "Please. Now I've forgotten how many spades are out."</p> <p>Joe: "Look, I need some money right now."</p> <p>Norma: "Can't you wait until I'm dummy?"</p> <p>Joe: "No"</p> <p>Norma: "Please."</p> <p>Note: in this scene, Joe wanted some money from Norma Desmond to pay for his car because the debt men were in the house ready take the car. She didn't care about what Joe said or what was going at that time, she wanted to continue to play little bridge game with her friends.</p>			<p>(2020) stated that in antagonism found sense of entitlement, lack of empathy, manipulateness, and believe in superiority. Norma also did not want to be bothered while playing game card with her friend, thus she did an aggression by being mad at Joe and snapped him related to aggression.</p>	
26.	<p>26/AN/G/00:35:42</p> <p>26: Datum number AN: Antagonism G: Grandiosity 00:35:42: Time of the scene</p>	 <p>Norma: "Now what is it? Where's the fire?"</p> <p>Joe: "I've lost my car"</p> <p>Norma: "And I thought it was a matter of life and death."</p> <p>Joe: "It is to me. That's why I came to this house. That's why I took this job ghostwriting."</p>	Antagonism	Grandiosity	<p>Norma depicted has a sense of entitlement about her luxury car and has lack of empathy for Joe related to antagonism. Norma thinks Joe's need is not more matter than hers. She shows her pride for having that car to Joe who just lost his car at that time related to grandiosity which supported by statement from Campbell & Crist (2020) that grandiose</p>	Valid


		<p>Norma: “Now you’re being silly. We don’t need two cars. We have a car. Not one of those cheap new things made of chromium and spit. An Isotta-Fraschini. Have you ever heard of Isotta-Fraschini? All handmade. Cost me \$28,000.”</p> <p>Note: When Joe has just lost his car, Norma does not care about it at all. Instead of helping Joe with his problem, she is bragged about her luxury car.</p>			<p>people generally feel good about themselves in everything. Instead of apologizing to Joe, Norma bragged about what she had.</p>	
27.	<p>27/AE/G/00:36:15</p> <p>27: Datum number AE: Agentic Extraversion G: Grandiosity 00:36:15: Time of the scene</p>	 <p>Note: Norma traveled around the city to show off her luxury car covered in leopard print and her gold-plated car phone.</p>	<p>Agentic Extraversion</p>	<p>Grandiosity</p>	<p>This is categorized in agentic extraversion because she is depicted confident and eager to get recognition by sitting in her luxurious car. This is categorized in grandiosity because she needs recognition from other people and expected to be adored.</p>	<p>Valid</p>
28.	<p>28/AN/A/00:36:29</p> <p>28: Datum number AN: Antagonism A: Aggression 00:36:29: Time of the scene</p>		<p>Antagonism</p>	<p>Aggression</p>	<p>This is included in antagonism because Norma showed her sense of superiority over Joe by telling Joe that he dressed like a gas station worker and it leads to aggression related to bullying about Joe’s clothes which is not even her business and it</p>	<p>Valid</p>



		<p>Norma: "That's a dreadful shirt you're wearing."</p> <p>Joe: "What's wrong with it?"</p> <p>Norma: "Nothing, if you work in the filling station and I'm getting rather bored with that sport jacket and the same baggy pants."</p> <p>Note: Norma said that Joe's clothes were bad like boring clothes worn by people who work at gas station.</p>			supported from statement by Campbell & Crist (2020) that aggression is harmful, push people away, can lead to bullying, and can lead to physical violence.	
29.	<p>29/N/F/00:39:26</p> <p>29: Datum number N: Neuroticism F: Fragility 00:39:26: Time of the scene</p>	 <p>Joe: "Say, what's this with the door? There isn't any lock." Max: "There are no locks anywhere in this house, Sir." Joe: "How come? There must be a reason." Max: "The doctor suggested it." Joe: "What doctor?" Max: "Madame's doctor. Madame has moments of melancholy. There have been some attempts at suicide. We have to be very careful. No sleeping pills, no razor blades. We shut off the gas in Madame's bedroom."</p>	Neuroticism	Fragility	<p>This is categorized in neuroticism because Norma was having sadness and depression which linked to attempt to suicide as her emotional reactivity. This is supported by Campbell & Crist (2020) mentioned that neuroticism discusses about sadness and depression related to internalizing emotions and hostility and anger related to externalizing emotions.</p> <p>This is categorized in fragility related her self-esteem issue as the big star, then her career is stopped. It supported by</p>	Valid


		Note: Norma was in the depression time back then and it drove her to attempt suicide.			Campbell & Crist (2020) mentioned that fragility is related to the issue of self-esteem fragility.	
30.	30/AE/G/00:40:59 30: Datum number AE: Agentic Extraversion G: Grandiosity 00:40:59: Time of the scene	 <p>Narrator: “There it was again. That room of hers, all satin and ruffles, and that bed like a gilded rowboat. The perfect setting for a silent movie queen.”</p> <p>Note: In line with her big luxurious house, her room also looks wonderful as well.</p>	Agentic Extraversion	Grandiosity	<p>This is included in agentic extraversion because portrayed Norma’s room is a symbol of success where her room was very luxurious and resembled a movie star’s set.</p> <p>This is included in grandiosity because she felt good about herself and she built her room as worthy as a room of movie queen.</p>	Valid
31.	31/AN/G/00:44:07 31: Datum number AN: Antagonism G: Grandiosity 00:44:07: Time of the scene	 <p>Norma: “What a wonderful next year it’s going to be. What fun we’ll have! I’ll fill the pool for you. I’ll open my house in Malibu and you can have the whole ocean. And</p>	Antagonism	Grandiosity	<p>This is categorized in antagonism because Norma was being manipulative to Joe by spoiling Joe with expensive things, thus she can keep Joe under her control and do whatever she wanted Joe to do.</p> <p>It is categorized in grandiosity because Norma thinks she is a big</p>	Valid



		<p>when our picture is finished, I'll buy you a boat and we'll sail to Hawaii..."</p> <p>Joe: "Stop it. You're not going to buy me anything more."</p> <p>Norma: "Don't be silly. Here, I was going to give it to you at midnight." (handed him a gold-plated cigarette case.)</p> <p>Joe: "Norma, I can't take it. You've bought me enough."</p> <p>Note: Norma said that she will give everything to Joe including some expensive things.</p>			deal by giving presents to Joe, then she can receive admiration from Joe.	
32.	<p>32/AE/G/00:44:33</p> <p>32: Datum number AE: Agentic Extraversion G: Grandiosity 00:44:33: Time of the scene</p>	 <p>Norma: "Shut up. I'm rich. I'm richer than all this new Hollywood trash. I've got \$1,000,000."</p> <p>Joe: "Keep it."</p> <p>Norma: "I own three blocks down town, I've got oil in Bakersfield. Pumping, pumping, pumping."</p> <p>Note: Norma said to Joe that she is richer than all people who working in Hollywood industry and she brags about his wealth</p>	Antagonism	Grandiosity	This is categorized in antagonism because Norma was bragging about her wealth and her arrogance by mocking people in Hollywood industry who do not as rich as her. It supported by the statement from Campbell & Crist (2020) mentioned that high level of antagonism exists can reveal itself in different ways such as dominance, superiority, arrogance, bragging, showing off, and entitlement.	Valid

					This is categorized in grandiosity because her competitiveness over Hollywood people that she is richer than then.	
33.	33/AN/A/00:45:27 33: Datum number AN: Antagonism A: Aggression 00:45:27: Time of the scene	 <p>Joe: “What right do you have to take me for granted?” Norma: “What right? Do you want me to tell you?” Joe: “Has it ever occurred to you that I many have a life of my own? That there may be some girl that I’m crazy about?” Norma: “Who? Some carhop of dress extra?” Joe: “What I’m trying to say is that I’m all wrong for you. You want a Valentino, somebody with polo ponies. A big shot.” Norma: “What you’re trying to say is you don’t want me to love you. Say it. say it!”</p> <p>Note: Joe felt that Norma disrespect him and when Joe said that they do not fit together, Norma got mad and thinks Joe does not love her.</p>	Antagonism	Aggression	This is included in antagonism because Norma do physical abuse to Joe by slapping him. It supported by Campbell & Crist (2020) that antagonism is linked to emotional and physical abuse, cheating, numerous antisocial behaviors, rape, sexual assault, and partner abuse. This is also included in aggression because Norma got mad at Joe because Joe said that he does not want to be with Norma. According to Campbell & Crist (2020) that antagonism can predicts aggression when there are big triggers such as being rejected, being told that narcissists are not good enough, and being told	Valid



					that narcissists cannot do what they want.	
34.	34/N/F/00:51:39 34: Datum number N: Neuroticism F: Fragility 00:51:39: Time of the scene	 <p>Joe: "Hello, Max. this is Mr. Gillis. I want you to do me a favor." Max: "I'm sorry, Mr. Gillis. I cannot talk now." Joe: "Yes you can. I want you to get my old suitcase and put in all my old clothes, the ones I came with, and my typewriter. I'll have somebody pick them up." Max: "I have no time to do anything now. The doctor is here." Joe: "What doctor? What's going on?" Max: "Madame got the razor from your room and she cut her wrists."</p> <p>Note: After Norma and Joe fight, Norma went to her room while Joe went to his friend's house. Later Max, her servant found her bleeding from cutting her wrist with a razor blade.</p>	Neuroticism	Fragility	This is categorized in neuroticism because Norma cut her wrists after had a fight with Joe and Joe left her. It caused Norma see more threat in the environment, thus she wanted to do suicide. Norma felt that she is not a person Joe wants and leads to sadness and depression. It supported by Campbell and Crist (2020) that neuroticism also a form of threat detection. People who are high in neuroticism see many threats in the world, and people on the emotionally stable side see fewer threats.	Valid

					become reactive or destabilized by it (Campbell & Crist, 2020).		
35.	35/N/F/00:53:24 35: Datum number N: Neuroticism F: Fragility 00:53:24: Time of the scene			Neuroticism	Fragility	Norma had negative thoughts about Joe and it leads her to do self-harm which associated with people who have sadness and depression related to neuroticism. Norma also depicted fragility related to her self-esteem fragility.	Valid
		Note: Norma cut her wrists with Joe's razor blade					
36.	36/AE/G/00:53:53 36: Datum number AE: Agentic Extraversion G: Grandiosity 00:53:53: Time of the scene			Agentic Extraversion	Grandiosity	This is categorized in agentic extraversion because Norma is crazy about success and fame which already deep-rooted dream of her even, she still thinks of it right after she tried to cut off her wrists. In that condition, she was still also charmed herself as a great star that has pride, she still feels good about herself which related to grandiosity.	Valid
		Norma: "Go away." Joe: "What kind of a silly thing was that to do?" Norma: "To fall in love with you, that was the idiotic thing." Joe: "It sure would have made attractive headlines. 'Great Star Kills Herself for Unknown Writer.'" Norma: "Great stars have great pride."					


		Note: Joe went home once he got bad news about Norma's condition. Joe asked Norma about what did she just do and she still thinking about being a star				
37.	37/N/F/00:54:19 37: Datum number N: Neuroticism F: Fragility 00:54:19: Time of the scene	 <p>Norma: "Go away. Go to that girl of yours." Joe: "Look, I was making that up, because I thought the whole thing was a mistake. I didn't want to hurt you. You've been good to me. You're the only person in this stinking town that has been good to me." Norma: "Why don't you just say thank you and go? Go, go!" Joe: "Not until you promise to act like a sensible human being." Norma:" I'll do it again. I'll do it again. I'll do it again."</p> <p>Note: Joe tried to calm Norma but it was quite hard. Norma is so stubborn.</p>	Neuroticism	Fragility	This is included in neuroticism because even after Joe came back to comfort Norma, she was difficult to comfort because neurotic people are hard to be around because they need more support, they have negative thoughts about the presents and future, they see more threats in the environment, and they are hard to comfort. It also drives to fragility because Norma was being a fragile human being who can be hurt easily, in line with Campbell & Crist (2020) has mentioned that narcissists are fragile, they can be hurt easily by any information that challenges their inflated self-image.	Valid



<p>38.</p>	<p>38/AE/G/00:57:38</p> <p>18: Datum number AE: Agentic Extraversion G: Grandiosity 00:57:38: Time of the scene</p>	 <p>Joe: "I hope you realize, Norma, that scripts don't sell on astrologer's charts." Norma: "I'm not just selling the script. I'm selling me. DeMille always said I was his greatest star."</p> <p>Note: Norma is confident with herself and proud to herself to think she is still a big star.</p>	<p>Agentic Extraversion</p>	<p>Grandiosity</p>	<p>This is categorized in agentic extraversion that for reaching success and fame, Norma was just not selling script, she also thinks she was selling her too. It was a part of her ability to achieve goals because she worked on her script earnestly. Related to grandiosity, Norma depicted sense of being a big deal because she believes by selling herself, means that she worth it to be in Hollywood again.</p>	<p>Valid</p>
<p>39.</p>	<p>39/AN/A/01:03:23</p> <p>39: Datum number AN: Antagonism A: Aggression 01:03:23: Time of the scene</p>	 <p>Max: "Madame is wanted on the telephone." Norma: "You know better than to interrupt me." Max: "Paramount is calling." Norma: "Who?"</p>	<p>Antagonism</p>	<p>Aggression</p>	<p>Norma depicted antagonism trait because her sense of entitlement that her need should be number one and fulfilled. Because her need to be favored by DeMille was not achieved, Norma committed aggression by getting mad, smashing her stick, and saying bad things. It supported by Campbell & Crist (2020) stated that antagonism</p>	<p>Valid</p>


		<p>Max: "Paramount Studios." Norma:" Now! Now, do you believe me? I told you DeMille would jump at it." Max: "It is not Mr. DeMille in person. It is someone by the name of Gordon Cole, he says it's very important." Norma: "Certainly it's important. It's important enough for DeMille to call me personally. The very idea of having some assistant call me! Say I'm busy and hang up!" (she was talking with her angry face) Max: "Very good, Madame." Norma: "How do you like that? We've made 12 pictures together, his greatest successes! (Norma is slammed the stick she was carrying)." Joe: "Maybe he's busy, maybe he's shooting." Norma: "I know that trick! He's trying to belittle me. He's trying to get my price down. I've waited 20 years for this call. Now DeMille can wait until I'm good and ready." Note: Norma was getting angry once she knows that DeMille did not call her by himself but through a man named Gordon Cole.</p>			<p>predicts aggression when people are threatened.</p>	
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<p>40.</p>	<p>40/AE/G/01:01:06</p> <p>40: Datum number AE: Agentic Extraversion G: Grandiosity 01:01:06: Time of the scene</p>	 <p>Narrator: "About three days later she was good and ready. Incredibly as it may seem, there'd been some more of those urgent calls from Paramount, so she put on about a half a pound of makeup, fixed it up with a veil, and set forth to see DeMille in person."</p> <p>Note: Norma prepared herself well to come to Paramount Studio to meet DeMille regarding to her scripts.</p>	<p>Agentic Extraversion</p>	<p>Grandiosity</p>	<p>This is categorized in agentic extraversion because Norma strived to her goal to be in picture again, gain success and fame, and she was about to meet DeMille. Her attitude speaks that she was earnestly wanted to reach success and fame. This is categorized in grandiosity because by going to see DeMille in Paramount, she needs to dressed-well so people can see her and she loves to get admired by others.</p>	<p>Valid</p>
<p>41.</p>	<p>41/AE/G/01:05:34</p> <p>41: Datum number AE: Agentic Extraversion G: Grandiosity 01:05:34: Time of the scene</p>	 <p>Max: (Honked the car). Gate keeper: "Hold that noise! Hey." Max: "To see Mr. DeMille. Open the gate!" Gate Keeper: "Mr. DeMille is shooting. You got an appointment?"</p>	<p>Antagonism</p>	<p>Grandiosity</p>	<p>This is categorized in antagonism depicted that Norma was being emotional and arrogant because one of the gate keepers did not want to open the gate for her because he did not recognize Norma. This is categorized in grandiosity because Norma was thinking she is a big deal by bragging herself.</p>	<p>Valid</p>



		<p>Max: “No appointment necessary! I’m bringing Norma Desmond.” Gate Keeper: “Norma who?” Max: Norma Desmond! Norma: Jonesy! Hey, Jonesy! Jonesy: “Yeah? Why, if it isn’t Miss Desmond. How have you been, Miss Desmond?” Norma: Open the gate!” Norma: “Where’s Mr. DeMille shooting?” Jonesy: “Stage 18, Miss Desmond.” Jonesy: “Sure, Miss Desmond. Come on, Max.” Gate keeper: “They can’t drive on the lot without a pass.” Jonesy: “Miss Desmond can. Come on.” Norma: “Thank you, Jonesy, and tech your friend some manners. Tell him without me, he wouldn’t have any job, because without me, there wouldn’t be any Paramount Studio.”</p> <p>Note: The gatekeeper did not want to open the gate because Norma did not have any appointment. When Norma knows one of the gatekeepers, she told to that gatekeeper about her success by being a Paramount big star and she was being one of the greatest artist Paramount ever have.</p>				
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42.	<p>42/AE/G/01:08:06</p> <p>42: Datum number AE: Agentic Extraversion G: Grandiosity 01:08:06: Time of the scene</p>	 <p>DeMille:” Norma, I must apologize for not calling you.” Norma: “You’d better. I’m very angry.” DeMille: “Well, as you can see, I’m terribly busy.” Norma: “That’s no excuse, you read the script, of course?” DeMille: “Yes, I did.” Norma: “Then you could have picked up the telephone yourself, instead of leaving it to one of your assistants.” DeMille: “What assistant?” Norma: “Now don’t play innocent. Somebody named Gordon Cole.” DeMille: “Gordon Cole?” Norma: “And if you hadn’t been pretty darned interest in that script, he wouldn’t have tried to get me on the telephone 10 times.”</p> <p>Note: Norma was having conversation with DeMille about her scripts and told DeMille that his assistance reach her ten times and she thought it must be about the scripts</p>	Agentic Extraversion	Grandiosity	<p>This is included in agentic extraversion because it captured Norma’s confidence to talk about her script to Mr. DeMille in order to follow up for her script for her comeback picture. She was eager to reach success and fame hence, she does anything including come to DeMille. It is included in grandiosity by feeling special because she received ten calls from someone who she thought was DeMille’s assistant.</p>	Valid
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43.	<p>43/AE/G/01:09:41</p> <p>43: Datum number AE: Agentic Extraversion G: Grandiosity 01:09:41: Time of the scene</p>	 <p>Note: Hog-eye, a light man pointed studio lights and shouted to the whole studio that Norma Desmond was there. Suddenly, a lot of people in studio come to her to greeting her and asked what she was doing.</p>	Agentic Extraversion	Grandiosity	<p>This is categorized in agentic extraversion because Norma was dressing well to be recognized and admired by people. It indicates that Norma did that thing because she was influenced by psychological rewards in line with Campbell & Crist (2020) stated that people who are highly agentic in their extraversion tend to influence by rewards, including psychological rewards. This is categorized as grandiosity because grandiose narcissists are love to be recognized and adored by people.</p>	Valid
44.	<p>44/AE/G/01:10:33</p> <p>44: Datum number AE: Agentic Extraversion G: Grandiosity 01:10:33: Time of the scene</p>		Agentic Extraversion	Grandiosity	<p>Related to agentic extraversion, Norma captures her social boldness by interacting with other people in studio who admired her. Norma also depicted grandiosity trait because she likes to be surrounded</p>	Valid


		Note: After the crowd is over, she waved her hand to the people who back to their place, leaving her alone.			by people who like her and she waves goodbye when the crowd disperses.	
45.	45/AE/G/01:10:48 45: Datum number AE: Agentic Extraversion 01:10:48: Time of the scene	 <p>Norma: "Did you see them? did you see how they came?" DeMille: "You know, some crazy things happen in this business, Norma. I hope you haven't lost your sense of humor. What's the matter, dear?" Norma: "Nothing. I just didn't realize what it would be like to come back to the old studio. I had no idea how much I'd missed it." (Norma started crying). DeMille: "We've missed you too, dear." Norma: "We'll be working again, won't we, Chief? We'll make our greatest picture!" DeMille: "That's why I want to talk to you about..." Norma: "It's a good script, isn't it?" DeMille: "Well, it's... it has some good things in it., yes, but It would be very expensive picture."</p>	Agentic Extraversion	Grandiosity	This is categorized in agentic extraversion because Norma has ability to achieve her goal by being in Hollywood picture again. She told DeMille to not to worry about money, she definitely does anything for her goals. This categorized as grandiosity because once her goal by being famous in picture is achieved, many people will watch her and like her. That's all she needed.	Valid


		<p>Norma: “Oh. I don’t care about the money. I just want to work again. You don’t know what it means to know that you want me.”</p> <p>DeMille: “Nothing would please me more, Norma, if it were possible.”</p> <p>Norma: “And remember, darling, I don’t work before 10.00 in the morning and never after 4.20 in the afternoon.”</p> <p>Note: Norma was having conversation with DeMille about her scripts for her comeback.</p>				
46.	<p>46/AE/G/01:15:29</p> <p>46: Datum number AE: Agentic Extraversion G: Grandiosity 01:15:29: Time of the scene</p>	 <p>Joe: “How’d it go?”</p> <p>Norma: “It couldn’t have gone better. It’s practically set. Of course, he has to finish this picture first, but mine will be his next.”</p> <p>Note: Norma told Joe that her scripts for her comeback was already under fixation and will be ready after DeMille finished his last pictures.</p>	Agentic Extraversion	Grandiosity	<p>Agentic extraversion is linked to the way Norma is confident about her script progress, see DeMille means that the picture is fix.</p> <p>Norma was depicted grandiosity trait can be seen in her sense of big deal that DeMille agree with her script and will be done after he worked on his current picture.</p>	Valid


47.	<p>47/AE/G/01:15:15</p> <p>47: Datum number AE: Agentic Extraversion G: Grandiosity 01:15:15: Time of the scene</p>	 <p>Narrator: “After that, an army of beauty experts invaded her house on Sunset Boulevard. She went through a merciless series of treatments. Like an athlete training for the Olympic Games, she counted every calorie, went to bed every night at 9.00. She was absolutely determined to be ready.”</p> <p>Note: Norma was preparing herself to look beauty for her come back by inviting beauty experts in her house.</p>	Agentic Extraversion	Grandiosity	<p>This is categorized in agentic extraversion because Norma will do anything for her comeback. She has ability to achieve goal, reward-seeking, and focus on what her doing.</p> <p>This is categorized in grandiosity because she wanted to get attention and recognition from other, thus she prepared her appearance for public.</p>	Valid
48.	<p>48/AE/M/01:17:25</p> <p>18: Datum number AE: Agentic Extraversion M: Mistrust 01:17:25: Time of the scene</p>	 <p>Norma: “You went out last night, didn’t you, Joe?” Joe: “Why do you say that?”</p>	Antagonism	Mistrust	<p>This is categorized in antagonism because Norma did an emotional abuse to Joe by restraining Joe as if not allowed Joe to go anywhere with her permission. It supported by Campbell & Crist (2020) that antagonism is linked to emotional and physical abuse.</p>	Valid



		<p>Norma: “I just happen to know it. I had a nightmare and I screamed for you. You weren’t here. Where were you?”</p> <p>Joe: “I went for a walk.”</p> <p>Norma: “No, you didn’t. You took the car.”</p> <p>Joe: “All right, I drove to the beach. Norma, you don’t want me to feel that I’m locked up this house?”</p> <p>Norma: “Of course not, Joe. It’s just that I don’t want to be left alone. Nor while I’m under this terrible strain. My nerves are being torn to shreds. All I ask is for you to be a little patient and a little kind.”</p> <p>Joe: “Norma, I haven’t done anything.”</p> <p>Norma: “Of course you haven’t. I wouldn’t let you. Good night, darling.”</p> <p>Note: Norma feels terrible about herself preparing for her come back and she burden Joe to always be by her side.</p>			<p>This is categorized in mistrust because Norma does not easily believe what people say. She kept questioning Joe until she got the right answer. It supported by Campbell & Crist (2020) that narcissists are often suspicious, fearful, and mistrustful.</p>	
49.	<p>49/N/F/01:26:33</p> <p>49: Datum number N: Neuroticism F: Fragility 01:26:33: Time of the scene</p>	 <p>Note: Norma really worried at night because she can’t find Joe anywhere in the house. She worries and have negative thoughts about where did Joe go</p>	Neuroticism	Fragility	<p>This is categorized in neuroticism because during her preparation days, she was being vulnerable and needs more support from Joe. She was also anxiety every time Joe was not near. Norma was depicted fragility because Norma</p>	Valid


					was being fragile about her condition.	
50.	50/N/F/01:26:56 50: Datum number N: Neuroticism F: Fragility 01:26:56: Time of the scene	 <p>Norma: “Oh, Joe, where were you? Is it a woman? I know it’s a woman. Who is she? Why can’t I ask you? I must know!”</p> <p>Note: When Norma found Joe is already sleep on his bed, she said that words to sleepy Joe that she worried if all this time the reason Joe always sneaking out at night is a woman.</p>	Neuroticism	Fragility	This is categorized in neuroticism because Norma has negative thought about her relationship with Joe that she thought it was special. Norma also felt anxiety what if the reason Joe sneaking out at night was because a woman. Norma depicted fragility because she has self-esteem issue where she was confused guessing whether Joe had a woman.	Valid
51.	51/AN/A/01:31:14 51: Datum number AN: Antagonism A: Aggression 01:31:14: Time of the scene	 <p>Norma: “Hello, is this Gladstone 9281? May I speak to Miss Betty Schaefer? She must be home by now. “</p> <p>Connie: “Hey, Betty! Here’s that weird-sounding woman again.”</p>	Antagonism	Aggression	This is categorized in antagonism because Norma was being manipulative to Betty, a woman who was close to Joe. Norma told Betty that she tried to spare her from Misery about being with Joe because Norma was jealous. She has a sense of entitlement that Joe is only belong to her. This is categorized in	Valid


		<p>Betty: “Well, what is this, anyway? This is Betty Schaefer.”</p> <p>Norma: “You must forgive me for calling you so late, but I really feel it’s my duty. It’s about Mr. Joe. You do know Mr. Joe? Exactly how much do you know about him? Do you know where he lives? Do you know how he lives? Do you know what he lives on?”</p> <p>Betty: “Who are you? What do you want? What business is it of yours, anyway?”</p> <p>Norma: “Miss Schaefer, I’m trying to do you a favor. I’m trying to spare you a great deal of misery. Of course you may be too young to even suspect there are men of his sort. I don’t know what he’s told you, but he does not live with relatives, nor with friends, in the usual sense of the word. Well, ask him. Ask him again.”</p> <p>Note: This dialog is happened on a telephone. Norma called Betty, a woman who is close with Joe and she told Betty about Joe and she intended to make Betty away from Joe.</p>			<p>aggression because once Norma knew there was something between Joe and Betty, she straight forwarded called Betty and do something that can make Betty go away. It supported by Campbell & Crist (2020) where aggression is harmful, pushes people away, and when people feel threatened because they being rejected.</p>		
52.	<p>52/N/F/01: 33:01</p> <p>52: Datum number N: Neuroticism F: Fragility 01:33:01: Time of the scene</p>			Neuroticism	Fragility	<p>Norma depicted has neuroticism trait because she felt anxiety and fearfulness that Joe will leave her alone. Norma was sad because she is the one who was hurt and told</p>	Valid


		<p>Norma: “Don’t hate me, Joe. I did it because I need you. I need you as I’ve never needed you before. Look at me! Look at my hands! Look at my face! Look under my eyes! How can I go back to work if I’m wasting away under this torment? You don’t know what I’ve been through these last weeks! I brought myself a revolver, I did. I did. I stood in front of that mirror, but I couldn’t make myself do it. Don’t just stand there hating me! Shout at me! Strike me! But don’t hate me. Say you don’t hate me, Joe!”</p> <p>Note: When she called Betty, Joe heard about the voice Norma talking suspiciously on telephone with someone and Joe get close to her and found out that Norma called Betty. Norma is terrified of losing Joe, so she begging Joe to not hate her.</p>			<p>Joe to not hate her. Norma was depicted fragility because was hurt by knowing there was something between Joe and Betty which challenges her inflated self-image.</p>	
53.	<p>53/N/F/01:34:22</p> <p>53: Datum number N: Neuroticism F: Fragility 01:34:22: Time of the scene</p>	 <p>Norma: “I love you, Joe. I love you, Joe. I love you, Joe.” (Bell ringing and it must be Miss Schaefer.)</p>	Neuroticism	Fragility	<p>Norma is depicted neuroticism because she has negative thought about Joe will leave her, she has anxiety and fearfulness about Joe. Norma reflected fragility because she was being highly sensitive, fragile because Joe did not respond anything to her</p>	Valid


		<p>Norma and Joe both are surprised then Joe left Norma and go to downstairs Norma: “What are you going to do, Joe? What are you going to do?”</p> <p>Note: Joe did not say a word to Norma but he immediately grabbed her telephone and asked Betty to come over. Norma keeps told Joe that she loves her to make sure that Joe will believe her and when the bell rings, they both knew it must be Betty so with a pitiful face, Norma screamed at Joe.</p>			and it challenged her inflated self-image.	
54.	<p>54/AN/A/01:38:26</p> <p>54: Datum number AN: Antagonism A: Aggression 01:38:26: Time of the scene</p>	 <p>Note: Norma is looking at Joe when he was with Betty</p>	Antagonism	Aggression	<p>This is categorized in antagonism because Norma was being superior over Joe. She kept her eyes over Joe when Joe met Betty. Norma has sense of entitlement over Joe that felt Joe was only belong to her, thus she has to keep what was in her hand.</p> <p>This is categorized in aggression because Norma used her ambition and charm to reach her goal to be with Joe. Her ambition to have Joe, in fact leads Joe away from her.</p>	Valid



55.	<p>55/AE/G/01:39:12</p> <p>55: Datum number AE: Agentic Extraversion G: Grandiosity 01:39:12: Time of the scene</p>	 <p>Note: Norma was looking herself in a mirror.</p>	Agentic Extraversion	Grandiosity	<p>This is categorized in agentic extraversion because Norma was confident about her look. She was looking and admired her face in the mirror.</p> <p>This is categorized in grandiosity because she is a charming individual and felt good about herself.</p>	Valid
56.	<p>56/N/F/01:39:25</p> <p>56: Datum number N: Neuroticism F: Fragility 01:39:25: Time of the scene</p>	 <p>Norma: “May I come in, Joe? I’ve stopped crying. I’m all right again. Joe, tell me you’re not cross. Tell me everything is just as it was, Joe.”</p> <p>Note: Right after Joe met Betty in Norma’s house, Norma wanted to make sure that he was not mad, thus she wanted to see Joe.</p>	Neuroticism	Fragility	<p>This is categorized in neuroticism because Norma was being anxiety and fear of losing Joe by begging to Joe that she was all right and nothing happened. Norma need more support related to anxiety because it is the ways she did a copy mechanism for her sadness over Joe.</p> <p>This is categorized in fragility because Norma depicted can be hurt easily and depicted to the issue of self-esteem.</p>	Valid


57.	<p>57/N/F/01:39:47</p> <p>57: Datum number N: Neuroticism F: Fragility 01:39:47: Time of the scene</p>	 <p>Norma: “Joe, what are you doing, Joe? What are you doing?” (With intense voice) Joe: “I’m packing” Norma: “You’re leaving me!” Joe: “Yes, I am, Norma.” Norma: “No, you’re not! Max! Max!” Joe: “Thanks for letting me wear the handsome wardrobe. And thanks for the use of all the trinkets. The rest of the jewelry is in the top drawer.” Norma: “It’s yours, Joe. I gave it to you.” Joe: “And I’d take it in a second. Only it’s a little too dressy for sitting behind a copy desk in Dayton, Ohio.” Norma: “These are nothing! You can have anything you want. What is it you want? Money?” Joe: “Norma you’d be throwing it away. I don’t qualify for the job, not anymore.” Norma: “You can’t go! Max! Max! I can’t face life without you. Max! Max!”</p> <p>Note: Norma trying to offer something to keep Joe from leaving.</p>	Neuroticism	Fragility	<p>This is included in neuroticism because Norma depicted has anxiety because Joe was about to leave her. Her emotional reactivity drives her to offer Joe something that Joe need, because she feared of losing Joe, thus Joe could stay with her. It supported by Campbell & Crist (2020) stated that neuroticism associated with anxiety, fearfulness, self-consciousness, emotional reactivity, and often gets angry of aggressive when faced with threats.</p> <p>This is included in fragility because Norma was being reactive by knowing Joe was about to leave her and she was easily can be hurt by it. It related to Campbell & Crist (2020) mentioned that narcissists are fragile and they can be hurt easily by any information</p>	Valid
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					that challenges their inflated self-image.	
58.	58/AN/A/01:40/43 58: Datum number AN: Antagonism A: Aggression 01:40:43: Time of the scene	 <p>Norma: “And you know I’m not afraid to die!” Joe: “That’s between you and yourself.” Norma: “You think I made that up about the gun, don’t you? All right”. *(running to take her gun) Norma: “See, you didn’t believe me! Now, I suppose you don’t think I have the courage.” Joe: “Oh, sure, if it would make a good scene.”</p> <p>Note: Norma threatened Joe by saying that she owned a gun and ensuring Joe that she has courage to take shot</p>	Antagonism	Aggression	This is categorized in antagonism because Norma showed manipulateness and dominance towards Joe. Norma told Joe that she owned a gun, hence she wanted to threaten Joe because she can do any terrible things with it. It supported by Campbell & Crist (2020) mentioned that antagonism is where sense of entitlement, lack of empathy, manipulateness, and believes in their superiority are found. This is categorized in aggression. Norma responded about Joe left her with aggression. She is harmful by threatening Joe with a gun. It supported with a statement by Campbell & Crist (2020) that narcissists use ambition and charm to reach their goal of sex, status, and	Valid


					stuff which sparks self-esteem and pride. If not achieved, the self-defends against an ego threat through aggression.	
59.	59/AE/G/01:41:07 59: Datum number AE: Agentic Extraversion G: Grandiosity 01:41:07: Time of the scene	 <p>Norma: “You don’t care, do you? Well, hundreds of thousands of people will care.” Joe: “Oh, wake up, Norma. You’d be killing yourself to an empty house. The audience left 20 years ago. Now, face it!” Norma: “That’s a lie! They still want me.” Joe: “No, they don’t!” Norma: “What about the studio? What about DeMille?” Joe: “He was trying to spare your feelings. The studio only wanted to rent your car.” Norma: “Wanted what?” Joe: “DeMille didn’t have the heart to tell you. None of us has had the heart.” Norma: “That’s a lie! They want me. I get letters every day.”</p>	Agentic Extraversion	Grandiosity	This is included in agentic extraversion because Norma was depicted confidence and crazy about success and fame by saying that people still want her. It supported by Campbell & Crist (2020) stated that agentic extraversion captures confident, social boldness, ability to achieve goals, ascend to leadership, and achieve other positive outcomes. This is included grandiosity because Norma thinking she is special because people admired her. It supported by Campbell Crist (2020) mentioned that grandiosity means that thinking that a person is a big deal and when a person has grandiose	Valid


		<p>Joe: “You tell her, Max. come on, do her that favor. Tell her there isn’t going to be any picture! There aren’t any fan letters except the ones you write!”</p> <p>Norma: “That isn’t true! Max!”</p> <p>Max: “Madame is the greatest star of them all. I will take Mr. Joe’s bags to the car.”</p> <p>Norma: “You heard him. I’m a star!”</p> <p>Joe: “Norma, you’re a woman of 50. Now, grow up! There’s nothing tragic about being 50, not unless you try to be 25.”</p> <p>Norma: “I’m the greatest star of them all.”</p> <p>Joe: “Goodbye, Norma.”</p> <p>Norma: “No one ever leaves a star. That’s what makes one a star.”</p> <p>Note: Norma was stubborn, no matter how hard Joe explained to her about the reality, she still denied it and think she is indeed a greatest star.</p>			sense of self and expected to be recognize for it.	
60.	<p>60/AN/A/01:42:44</p> <p>60: Datum number AN: Antagonism A: Aggression 01:42:44: Time of the scene</p>	 <p>Note: Norma killed Joe Gillis with a revolver</p>	Antagonism	Aggression	<p>This is included in antagonism because here Norma do a physical abuse by killing Joe with a revolver. She was shot Joe several times until Joe fell down.</p> <p>This is included in aggression because Norma was being rejected by Joe and she did harmful thing which</p>	Valid

					can lead to physical violence. It supported by Campbell & Crist (2020) mentioned that aggression is harmful, pushes people away, can lead to bullying and physical violence because being rejected.	
61.	61/AN/A/01:43:22 61: Datum number AN: Antagonism A: Aggression 01:43:22: Time of the scene	 <p>Norma: “Stars are ageless, aren’t they?”</p> <p>Note: After just killed Joe, Norma said to herself “stars are ageless, aren’t they?”</p>	Antagonism	Aggression	This is included in antagonism because Norma was showed the sense of entitlement about her needs of being star. She is a star. It supported by Campbell & Crist (2020) stated that antagonism includes a sense of entitlement which means a person’s needs matter than those of others. This is included in aggression because her antagonism can lead into aggression to Joe.	Valid
62.	62/AN/G/01:45:22 62: Datum number AN: Antagonism G: Grandiosity 01:45:22: Time of the scene		Agentic Extraversion	Grandiosity	This is categorized in agentic extraversion because Norma was depicted confidence and crazy about fame and get recognition. This is categorized in grandiosity	Valid

		<p>Cop 1: "You don't deny having killed this man, Miss Desmond? Just answer me that!"</p> <p>Cop 2: "Was it a sudden quarrel? Had you ever had any trouble between you before?"</p> <p>Cop 1: "If it was a quarrel, how come this gun was right there?"</p> <p>Cop 2: "This guy, where did you meet him for the first time? Where did he come from? Who is he? Did you hate him? Had you ever thought of doing something like this before?"</p> <p>Cop 1: "Was theft involved? Did you catch him trying to steal something? Or find he had stolen something?"</p> <p>Note: Norma was around by a few cops who interviewed her about what happened in her house, but she did not answer at all. She was focusing herself on a mirror, admired her beauty.</p>			because she thought she was special. She felt like she was a star and the star are ageless, thus she keeps admired herself in a mirror.	
63.	<p>63/AE/G/01:45:51</p> <p>63: Datum number AE: Agentic Extraversion G: Grandiosity 01:45:51: Time of the scene</p>	 <p>Cop 3: "The newsreel men are here with the cameras."</p>	Agentic Extraversion	Grandiosity	This is categorized in agentic extraversion because Norma is crazy about success and fame. She became so interested when she heard about cameras because camera is a medium for her to be recognized and admired in picture. This is categorized in grandiosity	Valid

		<p>Cop 1: "Tell them to go fly a kite! This is no time for cameras. Now, Miss Desmond, is there anything you want to tell us?"</p> <p>Norma: "Cameras? What is it, Max?"</p> <p>Max: "The cameras have arrived."</p> <p>Norma: "They have? Tell Mr. DeMille I'll be on the set at once."</p> <p>Cop 1: "What is this?"</p> <p>Cop 2: "Well, it's one way to get her downstairs."</p> <p>Cop 1: "Let's have the car right outside. Okay."</p> <p>Max: "Everything will be ready, Madame."</p> <p>Norma: "Thank you, Max. You'll pardon me gentlemen, but I must get ready for my scene."</p> <p>Note: Norma is getting ready for the cameras she thought it was the real cameras for shoot a picture.</p>			because she expected to be recognized by people through cameras. It supported with Campbell & Crist (2020) that grandiosity is when a person has a grandiose sense of self and expects to be recognize for it.	
64.	<p>64/AE/G/01:47:23</p> <p>64: Datum number AE: Agentic Extraversion G: Grandiosity 01:47:23: Time of the scene</p>	 <p>Max: "Are you ready, Norma?"</p> <p>Norma: "What is the scene? Where am I?"</p> <p>Max: "This is the staircase of the palace."</p>	Agentic Extraversion	Grandiosity	This is categorized in agentic extraversion because Norma drives to success and fame. As if she already a star, she showed her best act as a princess in downstairs scene. It was the dream that she always wanted to happen. This is categorized in grandiosity because Norma depicted	Valid

		<p>Norma: “Oh yes, yes. Down below, there’re waiting for the princess. I’m ready.” Max: “All right. Cameras! Action!”</p> <p>Narrator: “So they were turning after all, those cameras. Life, which can be strangely merciful, had taken pity on Norma Desmond. The dream she had clung to so desperately had enfolded her.”</p> <p>Note: With cameras as her traps so she can go downstairs, Max lured her by saying the camera ready and this is the scene of princess on the staircase of the palace.</p>			<p>has high self-esteem by showing her ability in front of people and camera and she loves to do that because there were a lot of people saw her and she likes to be seen.</p>	
65.	<p>65/AE/G/01:48:45</p> <p>65: Datum number AE: Agentic Extraversion G: Grandiosity 01:48:45: Time of the scene</p>	 <p>Norma: “I can’t go on with the scene. I’m too happy! Mr. DeMille would you mind if I say a few words? Thank you. I just want to tell you all how happy I am to be back in the studio, making a picture again! You don’t know how much I’ve missed all of you. And I promise you, I’ll never desert you again! Because after Salome, we’ll make another picture and another picture! You see, this is my life! It always will be.</p>	Agentic Extraversion	Grandiosity	<p>This is categorized in agentic extraversion because Norma was very confident to reach her success and fame to go back to make pictures again in Hollywood by greeting people as if she is a star. This is categorized in grandiosity because Norma is ambitious with her goal and feel good about herself as a star. It supported by Campbell & Crist (2020) that grandiose narcissists are ambitious, driven,</p>	Valid

		<p>There's nothing else. Just us and the cameras, and those wonderful people out there in the dark. All right, Mr. DeMille, I'm ready for my close-up."</p> <p>Note: Norma said in front of people that she was glad to back to make pictures again.</p>			<p>charming individual, have high self-esteem, and generally feel good about themselves.</p>	
66.	<p>66/AE/G/01:49:37</p> <p>66: Datum number AE: Agentic Extraversion G: Grandiosity 01:49:37: Time of the scene</p>	 <p>Note: Norma is playing for her close up</p>	<p>Agentic Extraversion</p>	<p>Grandiosity</p>	<p>This is categorized in agentic extraversion because Norma was crazy about fame and gain admiration from people. As if the cameras were here to her, Norma acted like she was in the picture, playing her close-up scene. This is categorized in grandiosity because Norma has lack of shame and showed her self-regulation by needing attention from people. She also driven to be admired by people because once she is in a picture, million people could see her and admire her.</p>	<p>Valid</p>

SUM UP COMMENTARIES FROM MS DAYA:

1. Please consider to revise the data validation according to the notes from validator given in each number.
2. Yes than some data can be used to analyze other RQ, however, you are not allowed letting the reader to choose between two or more categories of analysis, instead give one to be more specific.
3. After revising this table, basically you can use this data table for further analysis and writing your discussion.