

**MORAL VALUE OF JUNIPER HAYWARD'S STRATEGY
TO ACHIEVE FAME IN R.F. KUANG'S *YELLOWFACE***

THESIS



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ABSTRACT

Mariono, N. A. P. (2026). *Moral Value Of Juniper Hayward's Strategy To Achieve Fame In R.F. Kuang's Yellowface*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Itsna Syahadatud Dinuriyah, M.A., (II) Dr. Wahyu Kusumajanti, M.Hum.

This research aims to explore the character Juniper Hayward as the protagonist of R. F. Kuang's novel *Yellowface* and to examine how her personality, actions, and morality are portrayed in the narrative. The researcher finds three problems arise: 1. How is June Hayward characterized in the *Yellowface* novel?, 2. How does the incident endanger her fame as a writer? 3. How does moral value come from June's experience in the *Yellowface* novel?.

The researcher adopts a qualitative approach, employing descriptive analysis to examine the novel closely. All data were collected through close reading of relevant dialogues and narrative passages concerning June Hayward's character and characterization. By focusing on her experiences, decisions, and conflicts, this research reveals that June Hayward's failure to accept fame leads to immoral actions. Through analysis, the study contributes to an understanding of the moral values embodied by the main character.

This study reveals that Juniper Hayward's characterization and her immoral action to achieve her dream of being a famous writer. After the failure of her debut novel, June felt increasingly incompetent, jealous, and resentful toward Athena Liu's early success. In the end, Athena Liu's death made her emotions even more uncontrollable, greedy, and drove her to make bad decisions, such as stealing novels, plagiarism, and manipulation. However, ultimately, her career fell apart when critics found inconsistencies and evidence of her unethical strategies. Here, the researcher finds a moral message in the story: to remain true to oneself without comparing oneself to others, to appreciate even the smallest abilities or achievements, to act respectfully and positively toward everyone, and to remain self-aware.

Keywords: Fame, Strategy, Ethics in Literature.

ABSTRAK

Mariono, N. A. P. (2026). *Nilai Moral Pada Strategi Juniper Hayward untuk Mencapai Ketenaran dalam Yellowface Karya R.F. Kuang*. Program Studi Sastra Inggris, Fakultas Adab and Humaniora, UIN Sunan Ampel Surabaya. Dosen Pembimbing: (I) Itsna Syahadatud Dinuriyah, M.A., (II) Dr. Wahyu Kusumajanti, M.Hum.

Penelitian ini bertujuan untuk mengeksplorasi karakter Juniper Hayward sebagai tokoh utama dalam novel *Yellowface* karya R. F. Kuang dan untuk menganalisis bagaimana kepribadian, tindakan, dan moralitasnya digambarkan melalui narasi. Peneliti menemukan tiga masalah yang muncul: 1. Bagaimana Juniper Hayward digambarkan dalam novel *Yellowface*?, 2. Bagaimana insiden tersebut mengancam ketenarannya sebagai penulis terkenal?, dan 3. Bagaimana nilai moral yang diambil dari pengalaman Juniper dalam novel *Yellowface*?

Peneliti menggunakan pendekatan kualitatif, yang melibatkan analisis deskriptif sebagai metode penelitian untuk mengkaji novel secara cermat. Semua data dikumpulkan melalui pembacaan mendalam terhadap dialog-dialog dan bagian naratif yang berkaitan dengan karakter dan penggambaran karakter June Hayward. Dengan fokus pada pengalamannya, keputusan, dan konflik yang dihadapinya, penelitian ini mengungkapkan bahwa kegagalan June Hayward dalam menerima ketenaran menyebabkan tindakan yang tidak bermoral. Melalui analisis, studi ini berkontribusi pada nilai-nilai moral yang diwakili oleh karakter utama.

Studi ini mengungkapkan karakterisasi Juniper Hayward dan tindakan tidak bermoralnya untuk mencapai impiannya menjadi penulis terkenal. Setelah kegagalan novel debutnya, June merasa semakin tidak kompeten, iri, dan merasa tidak adil terhadap kesuksesan Athena Liu di awal debutnya. Pada akhirnya, kematian Athena Liu membuat emosinya semakin tidak terkendali, serakah, dan mendorongnya untuk membuat keputusan buruk, seperti mencuri novel, plagiarisme, dan manipulasi. Namun, pada akhirnya, kariernya hancur ketika para pembenci menemukan ketidakkonsistenan dan bukti strategi tidak bermoralnya. Di sini, peneliti menemukan pesan moral dalam cerita ini: tetap setia pada diri sendiri tanpa membandingkan diri dengan orang lain, menghargai bahkan kemampuan atau prestasi terkecil, selalu bertindak dengan hormat dan positif terhadap semua orang, dan selalu sadar diri.

Kata Kunci: Ketenaran, Strategi, Etika dalam Sastra.

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