



Pippa's Persona in Holly Jacksons *A Good Girl's Guide To Murder*

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Abstract. This study seeks to analysis Pippa Fitz-Amobi's persona archetype in *A Good Girl's Guide To Murder* (2019) by Holly Jackson. Jung stated that persona is a mask used to show a different side of a person's personality to the public which are friendly, kind, wise, and competent personalities. Designing a qualitative method with psychoanalysis approach of Jung's persona archetypes. The study found that Pippa's persona is friendly, kind, wise, and competent which are reflected when Pippa uses her friendly to behave in a pleasant and makes other happy and comfortable in the social interaction. Her wisdom helps her make good consideration before giving judgments to others. Further, her kindness is to help others and to be emphaty about other people's feelings. Last, Pippa uses her competence showed by her having skills or knowledge to investigate the case in finding the evidences and information from her society that is friend, teacher, journalist, and police. Pippa is able to be a good girl for her society her desire to prove that Salil Singh is not guilty.

Keywords: *Archetypes, Persona, Personality, Psychoanalysis.*

INTRODUCTION

Personality means the traits and behaviors shown people in relationships with others. It includes emotional, mental, social, and physical. Additionally, dreams, memories, and conscious or unconscious (Ewen, 2014: 3-5). Besides, social interactions impact to personality. When people adapt to the standards, values, and expectations of society, the phenomenon takes place. Human dedicates themselves to improving public abilities (Gould et al, 2024). From social interaction also helps individuals form society perceptions of their personality and archetypes. Each person is unique as a result of the process, which is seen in how their personality develops and appears (Djaya & Destina, 2022).

Archetypes are known as portrayed of experiences that come from the unconscious collective as recurrent themes or patterns (Schultz & Schultz, 2005: 110; Bahri *et al.*, 2022). In the Corpus Hermeticum, the Greek mythological term "archetype" refers to God as the root of the archetpal light. The term 'ἀρχή' (arche) can be understood as "beginning", "origin" or "principle". In contrast, the definition of "τύπος" (type) is pattern (Jung, 2014). In accordance with Djaya and Destina (2022), people needs to convey themselves in a way that is psychologically healthy by maintaining a balance

between their persona and shadow. Carl Jung's theory states the most key component is an archetype, which includes the self, persona, shadow, anima, and, animus. Although, this research only concentrated only in persona. Persona is a personality created to be addressed to the public (Schultz & Schultz, 2005: 110 - 112).

In the novel *A Good Girl's Guide To Murder* (2019) by Holly Jackson depicts Pippa Fitz-Amobi as part of the phenomenon. The novel follows Pippa as she investigates a five-year-old case involving Salil Singh, who is accused of murdering his girlfriend, Andie Bell. Pippa uses her persona as a positive, friendly, rational, caring, and moral student throughout her investigation. Based on the phenomenon discussed, can be formulate of statement of the problem, which how Pippa's persona portrayed in Holly Jackson's *A Good Girl's Guide To Murder*. To answer of problem statement mentioned, the purpose of this research is to analyze and interpret Pippa's persona portrayed in Holly Jackson's *A Good Girl's Guide To Murder*.

The reason researcher choose persona as the topic reflected in the novel, since there are no previous studies done to analyze the protagonist's persona. The previous studies with used the same novel are done by Angela A. P & Restu Arini (2024) research entitled "Feminism Perspective In *A Good Girl's Guide To Murder* By Holly Jackson" was discussed about the types of feminism in Pippa's character, and Azzafira Nadya P. (2024) research entitled "Pippa Fitz-Amobi's Journey To Be A Detective Hero In Holly Jackson's *A Good Girl's Guide To Murder*" was discussed about heroism in the Pippa's character. Likewise, the researcher found several previous studies discussed similar topics about persona while using different data. The first study was conducted by Chandrawati Adji N. (2024) research entitled "Itsumi and Sayuri's Individuation Process in Akiyoshi Rikako's *The Dark Maidens*", which discusses the emergence of personality archetypes through the individuation process of the characters Itsumi and Sayuri. The second study was written by Putri Rahayu (2023) research entitled "The Portrayal of Persona and Shadow in Normal People by Sally Rooney: An Archetypes Study" examines the persona and shadow concerning three characters named Connell, Marianne, and Alan. In the third study titled "Persona and Shadow as Portrayed by Maleficent in Robert Stromberg's *Maleficent* Film" was written by Yola Isti A. (2022), focuses on discussing the types of persona and shadow in the character of Maleficent. The latest research was conducted by Na'ilah Dian E. and Abu Fanani (2022) entitled "Persona and Shadow in *Shatterday* by Harlan Ellison and *Fight Club* by Chuck Palahniuk" this study discusses two character in the same Kevin using two differences novel data. Drawing from the elaboration of previous studies before, it can be said there has not been a study exploring the persona of Pippa Fitz-Amobi's character in the novel.

LITERATURE REVIEW

Persona is a mask used to reveal a different side of a person's personality to the public (Schultz & Schultz, 2005: 110). Persona is a type of archetype from Carl Jung's theory, which persons have different personalities with a positive vibe to be accepted by society. For this reason, people cannot express their true feelings or traits to the social world. Indeed, humans are creating traits such as an external appearance to be suitable and accepted by society. In accordance with Jung, humans wear masks to perform social roles, like actors or actress in everyday life (Ewen, 2014: Schultz & Schultz, 2005).

The mask Jung refers to as personality type is defined similarly to social expectations of person personality, characterizing as friendly, kind, wise, and competent as individual behavior (Ewen, 2014). Persona has advantages and disadvantages for an

individual. The advantage of persona is to help show the other side of a personality to match the expectations desired by the public (Hibur & Prasaja, 2022). For example, in the profession of doctors who serve the patients or professors of the university who serve the needs of students, if they do not serve patients or students well, they may be perceived as unfit for their roles as doctors or professor (Ewen, 2014: 59). However, the disadvantage of persona is if the mask of personality is revealed to over. The result becomes an individual's fake personality (Papadopoulos, 2006: 100).

METHOD

This research applies psychoanalysis approach. Psychoanalysis is an analysis of characteristic human behavior in literary works based on psychological aspects (Tyson, 2023: 11). The researcher takes a psychoanalysis approach because the analysis focuses on Pippa's persona, particularly her portrayal as a "good girl".

This study employs a qualitative approach, because the data of research are in form of words, and sentences. Based on Cresswell (2014: 292), qualitative is a method of examining and comprehending meaning in terms of individuals or groups about human social or environmental challenges. There are social phenomena among narratives, phenomenology, ethnography, case studies, and theory.

The instrument of this study is the researcher as the main observer who is responsible for observing and analyzing the data, since all of the assembled data are collected without any equipment. The data collection procedure of research includes reading the novel repeatedly to get a good understanding of the story, identifying the data related to the topics stated in the problem statements, and classifying the data based on dialogues and sentences that are considered of data. The data used in this research consist of dialogue, narration, and quotation from the novel. After dividing the data based on statements of the problem, the researcher starts doing the analyzing and interpreting Pippa's persona portrayed in Holly Jackson's *A Good Girl's Guide To Murder* applying Jung's persona archetypes. Also, making conclusion from the results of the analysis and presenting the findings of the analysis.

RESULT AND DISCUSSION

In Jung's view, persona is a mask worn to conceal a person's undesirable traits (Schultz & Schultz, 2005). Pippa Fitz-Amobi is the main character in *A Good Girl's Guide To Murder* (2019), and she uses her persona to gather information and evidence for Andie Bell's case as an Extended Project Qualification (EPQ) test or not in her society. Although, she uses her persona as describe her personality for society. Pippa's persona when examining evidence or interacting with others includes being friendly, kind, wise, and competent.

1. Friendly

Based on Cambridge Dictionary defines friendly as behaving pleasantly and comfortably towards someone. Pippa's friendliness is shown in the scene when she and Leanne, her mother, go shopping to buy important daily needs and accidentally meet Ravi, Salil Singh's brother, to whom she wants to get information evidences of his brother's death, in the Kilton supermarket. The following quotation as illustrates below:

Pippa was at the Kilton supermarket, she saw Ravi selecting milk in cross shelves. After that, Pippa said "Hi " to him. Seeing the very fast response from the person in context, Pippa hurriedly left Leanne and approached Ravi to talk

for a moment. While they were enjoying their conversation, Pippa introduced Ravi to her mother "Ravi, my mum, Leanne." (Jackson, 2019: 53)

Pippa's mask reveals with her pleasant tone, sense of humor and confident demeanor. She expresses initiative and social easiness by moving across the aisle and striking up a conversation, which lessens any uneasiness in the situation. While introducing Ravi to her mother illustrates how socializing portrays her character as welcoming, influencing how others see her in public settings, as defined by Carl Jung's persona to be accepted by society, her use of a joke regarding milk preferences also helps to calm the environment.

The scene depicted that Pippa cares about making people feel easier and welcome, in addition to being comfortable in social settings. Her friendliness helps her make positive connections with those around her. Based on the scene description, Pippa wears her mask both inside and outside of the case investigation for the EPQ test.

Pippa's persona portrayed as friendliness is shown again in the event when she is going to Kilton cafe to buy sandwiches with Josh, her brother, and Barney, her pet dog. She is interacting with Jackie, the barista, and she behaves friendly. From the quotation below:

Pippa brought Josh, her younger brother and Barney, her lovely pet dog to Kilton cafe. The purpose to go to the place is to buy sandwiches for their family. Arriving at Kilton cafe, Pippa greets the barista on duty in the cafe, "Hi, Jackie". She greets with a friendly smile and the money on the cashier's table. From her greeting before, she received feedback from Jackie. When the sandwiches are being processed, Jackie and Pippa have a little interaction. Before long, the order is ready to be taken away. Jackie asks Pippa something about her lawn mower that he has borrowed before. However, Pippa responds to Jackie as friendly before leaving the cafe and says, "I shall do, thanks." (Jackson, 2019: 116)

Pippa's friendliness is shown through her polite greeting, her warm smile, and her light, humorous comment about calming her family with sandwiches. Addressing Jackie by name and speaking in a casual yet respectful tone, Pippa illustrates approachability. She interacts through short highlights how Pippa uses her friendliness as a social mask and casual interaction with Jackie in the Kilton cafe. She speaks warmly and respectfully, which represent as she is approachable and kind.

She pays attention to people and feels comfortable with them. She even shares a little humor while still being polite and cheerful. Her behavior reflects how the persona function helps Pippa adapt to the public world. In Jungian terms, her friendly mask shields her inner anxieties and deeper investigative motives, allowing her to operate within the community without raising suspicion or conflict.

In another chapter, Pippa uses her persona when she goes to Max's house for an interview with him again at night to confirm about the interview they had done before, although she meets Max's mother first when the door is open. As evidenced by the quotation below:

In the evening, Pippa visited Max's house for the second time interview discussed about Andie Bell and Salil Singh more detail. Pippa started knocking beforehand. However, when the door opened she was greeted by Max's mother and began her warmly with saying, "Hi, I'm a friend of Max's, is he in?". Then, she started calling Max (Jackson, 2019: 124)

Pippa's persona is evident through her polite and gentle tone, her welcoming introduction of herself, and her warm smile as she approaches Max's mother at their house. She calmly introduces herself to Max's parents as Max's friend instead of trying to speak or explaining that she wants to interview Max Hasting. Pippa helps make Max's mother stay in a comfortable situation. Her approach demonstrates good manners and her intention to create a safe, non-threatening environment that fosters cooperation.

The interaction expresses how Pippa uses friendliness as a social tool to build trust and start a conversation. As the feedback from Pippa's interaction, Max's mother responds positively by smiling and inviting her inside, which shows that Pippa's pleasant behavior is effective. Through the quotation as a friendly definition, Pippa's persona helps make others feel comfortable, which is important as she gathers information for her investigation.

Last, Pippa's friendly examination is more in another chapter. She is interacting with Ravi's parents as he says thank you to her for helping investigate his brother's case five years ago. From the quotation below:

On that day, Pippa successfully uncovered the true suspect in the case against Andie Bell and Salil Singh. Later in the evening, Ravi visited Pippa's house with his parents more gently and politely, "Hello". In appreciation for Pippa's actions, Ravi's parents gave her a bouquet of flowers and chocolates. Also, Pippa happily accepted and welcoming them to join her family for dinner, "Thank you, Do you want to come in?" (Jackson, 2019: 283)

In the quotation above, Pippa's friendliness persona is described her when she is introduced to Ravi's parents after she is successful solving the Andie Bell's and Salil Singh's case. She does not act proud or show off to over, even though she plays an important role in solving the case. Her expression is simple, and her polite behavior is pleasant and comfortable. Further, her attitude is evident when she gently responds "thank you" after receiving gifts from Ravi's parents, showing appreciation without being attention-seeking. In addition, when she invites them to come into Pippa's house, it represents her pleasantness and her effort to build a good relationship with the family. Pippa maintains a pleasant and respectful attitude despite emotional situations in this scene.

Pippa's friendliness helps others feel comfortable and supported, which is an important part of how she connects with people during her investigation. Through Jung's concept of persona, it becomes clear that Pippa's behavior is not just a reflection of her personality but is consciously designed to gain cooperation. She demonstrates how Pippa uses her friendliness to create positive first impressions, encourage openness, and maintain control of social interactions during her investigation.

2. Kind

Kindness is the disguise of Pippa's personality in the second category. In accordance with Cambridge Dictionary defines kind is characterized by being generous, helpful, and considerate. Pippa's kindness emerges in the scene when she enters Ravi's home, following the kind description. It can be seen in the quotation below:

Pippa become as a guest in Ravi's house for asking help in conducting an investigation into the case of Salil Singh and Andie Bell. After some small talk between them, Pippa began to ask about the investigation for the case that would be used as her EPQ test "Er, well, I was wondering if you'd be willing to be interviewed for my project.". Hearing from Ravi's response made her

want to continue her main topic, “Um . . . it’s about what happened five years ago.” Observing Ravi’s rather unpleasant expression, it is obvious that she continued her reasoning for analyzing this case after Pippa spoke „Because I don’t think your brother did it – and I’m going to try to prove it.” (Jackson, 2019: 16)

Pippa explain her kindness in the scene through her desire to help Ravi by questioning the belief that his brother was guilty. The topic may be painful for Ravi, but she discusses it gently and carefully. She starts the conversation with doubt, showing that she understands it is a sensitive topic and wants to give Ravi time to respond. Her calm tone and thoughtful words show that she cares about Ravi’s feelings. When she tells him that she does not believe his brother committed the crime and that she wants to prove it. Pippa is not doing it for herself, but to help someone else get the truth that had been ignored five years ago.

The scene describes how deeply she cares about others and want to do what is right. This kind reflects a socially constructed persona that Pippa uses to gain acceptance and build emotional bridges. Her kind mask softens her role as an investigator and allows her to reach people who might otherwise be defensive or closed off. Through this interaction, Pippa shows that kindness is not just a personal value, it is a strategic part of her persona. Pippa’s kindness is found again in the scene where Pippa and Cara go into Lauren’s house because they hear Lauren, her closest school friend, had broken up with her ex- boyfriend. This is captured in the quotation below:

Seeing the notifications on her phone, Pippa hurried to Lauren’s house with Cara. During their going to location, they both stopped at a chocolate shop to comfort their friend before reaching the destination. Because her friend had just been broken up with by her boyfriend (Jackson, 2019: 27)

Pippa’s persona is reflected in her action to buy a biggest chocolate bar for her friend, Lauren. The small action describes that Pippa pays attention to the feelings of those around her. Instead of ignoring Lauren’s sadness, Pippa tries to comfort her in a caring and generous way. She understands that her friend is hurting from her ex- boyfriend and wants to do something to make her feel better.

From the scene, Pippa shows that she truly cares and wants to support Lauren during a tough time. Her kind action comes from the heart and reflects her desire to ease her friend’s emotional pain. Based on the interaction previously it can be concluded that, Pippa does not only use her persona when doing an investigation, but with other task.

The quotation below reveal Pippa’s kindness once again in the scene Pippa and Ravi visit the Ivy Hotel to gather information about Andie Bell and the mysterious older man from five years ago. Upon arrival at the hotel, Pippa and Ravi asked Henry’s grandmother to be the staff member.

Pippa and Ravi headed to the Ivy Hotel to search for evidence related to Andie Bell from the previous year. Upon arriving, Pippa searched for hotel staff. She accidentally bumped into an elderly woman to inquire about the information she was looking for. During the conversation and as she saw the elderly woman’s reaction, Pippa felt increasingly guilty about herself. Finally, Henry as a hotel staff member appeared after the incident. Henry immediately confirmed to Pippa feel concerned and quickly expressed “I’m sorry, We should have realized. We didn’t mean to upset her.” (Jackson, 2019: 176)

Pippa’s kindness is shown through her caring and respectful response in a difficult and emotional moment. When she realizes she has upset Henry’s grandmother with Alzheimer’s, she immediately shows concern and apology, even though it was not on

purpose. Her apology shows that she understands how her actions might have made the person feel. Instead of making excuses or blaming anyone, Pippa focuses on the other person's feelings and speaks with honesty and care.

The scene shows that she can understand how others feel and respond in a kind and thoughtful way. Her actions reflect the true meaning of a kind persona, that is being caring, respectful, and putting others first. In Ewen (2014), Jung describes Pippa's professional attitude as respect for older people.

3. Wise

Pippa's persona in the third mask category is mentioned as wise. Derived from Cambridge Dictionary, wise defines as having or showing the ability to make good judgments. Pippa's wisdom revealed that she was conducting a telephone interview with Angela Johnson as the police station. Following the quotation below:

Pippa talking with Angela Johnson of the Kilton police department. When she wants to start the interview, Pippa begins with an opening to create a relaxed atmosphere and to avoid any awkwardness. "Hi, is this Angela Johnson?" The action is to confirm she is speaking to the right person. After receiving a positive response, she expresses her gratitude and starts the interview with Angela, "Yes, thanks so much for replying to my email. Do you mind if I record this interview so I can type it up later to use in my project?" (Jackson, 2019: 19)

Pippa's knowledge is seen in how she handled the interview with Angela Johnson. She has good judgment and understands how to handle a formal conversation appropriately. Instead of asking her inquiry right away, she begins with courteous pleasantries, double-checks that she is speaking to the correct person, and says "thank you" to Angela for her time. Most importantly, she requests permission to record the interview, confirming that she values Angela's privacy and understands proper protocol. Pippa understands how to build trust, especially when it comes to hard topics. In her actions, she shows maturity and sound decision-making, which are strong indications of wisdom.

Her choice shows good judgment because she knows how important it is to be honest and professional, especially when talking about the murder case of the topics in her investigation with the police. Pippa's actions show that she understands how to talk to people in a smart and respectful way. Through this behavior, Pippa proves that she is not just smart but also wise, as she knows how to read the situation, act the right way, and make choices that show respect and purpose. In accordance with Jung in Ewen (2014), Pippa illustrated her professional actions conducting interviews with police.

Pippa's wise persona is illustrated again when she doing a second interview in Ward's house, looking for Nat Da Silva's information as Naomi's and Andie's classmates five years ago. From Naomi's warning before about Nat's illness. The next morning, Pippa visits Ravi first and then goes to Da Silva's house. The reason she brought Ravi into Da Silva's house as a backup partner when Nat's mental illness relapses during the interview about Andie Bell's case. This is apparent in the quotation below:

Pippa is at Naomi's house to do another interview with her by asking about Nat, whom assumes is a victim of bullying by Andie Bell. „Do you know where Nat is now? Do you think I could talk to her? “. After Naomi informs about Nat's whereabouts and warns that Nat has mental health issues, making Pippa curious,

„What stuff? “. Naomi explain that Nat has the ABH (Actual Bodily Harm) condition, Pippa reflects in shock as her reaction, "Oh god. " (Jackson, 2019:

101) The next day, Pippa picked up Ravi to accompany her to Da Silva's house, „To a house where two potential Andie-killer suspects grew up. „One of them just out of prison for committing an “assault occasioning actual bodily harm”. She took Ravi to invite him as a backup partner, “You’re my back-up as we’re going to speak to a potentially violent person of interest. “

(Jackson, 2019: 102)

Pippa conducts a second interview with Naomi at Ward's house to ask information about Nat da Silva, a former classmate. Naomi reveals that Nat was bullied by Andie Bell and later suffered from mental illness after being charged with Actual Bodily Harm (ABH) at university. After hearing Naomi's explanation, she reacts as shocked by Nat's condition, Pippa asks for Nat's contact number for doing an interview about Andie Bell's case.

As her showing her wise, the next day she brings Ravi with her to the Da Silva house as backup in case Nat's condition becomes unstable. In accordance with Jung's theory, this moment shows her persona as a wise and respectful person, especially when handling someone with a mental illness during a sensitive investigation.

4. Competent

Competent is the final mask category for Pippa's character. According to the Cambridge Dictionary, competence means having the abilities or knowledge to perform something well enough, as well as the mental ability to perform for a certain purpose. Pippa's capable persona is described during a camping trip with her friends, Ant, Connor, Lauren, and Cara to celebrate Carats birthday. We can see in this quotation below:

In the middle of the campfire event, Ant and Connor started making jokes that leaned towards romance relationship. After both of them, along with Cara added jokes too to Pippa. This made Pippa respond to her friends' jokes with “Homework is far more rewarding than boys, “ (Jackson, 2019: 80)

Pippa demonstrates her ability to deal with a taunting time from the friends, Ant and Connor. When they make a joke about boys and relationships, she responds with a clever and funny remark about how homework is more rewarding. She remains composed and self-assured rather than feeling ashamed or angry. Her studies and objectives are a top priority to Pippa, and she concentrates without interruption on them.

Her quick and thoughtful response indicates her ability to think quickly and remain true to herself even in social situations. Her goal is not to impress people or replicate what others do. Pippa possesses the mental fortitude and maturity required to balance her academic and personal lives well. She is a competent individual who manages situations with poise and confidence.

Pippa's competence persona is depicted again in the scene when she has dinner with her family. In the middle of dinner, her parents discuss the progress of Pippa's Extended Project Qualification (EPQ). Consider the following quotation below:

“When am I ever not on top of things?, If I ever miss a deadline, it will be because the apocalypse has started. “ (Jackson, 2019: 155)

Pippa portrays a competent persona by discussing her homework with her family. When her mother asks if she spends enough time on her well-being rather than merely her Extended Project Qualification (EPQ), Pippa firmly responds that she is always on top of things and will only miss a deadline if the world ends.

This sequence highlighted not only her confidence but also her seriousness about her academic. She maintains organization and takes responsibility. Even when she's making jokes, she knows her priorities and manages her time effectively. She immediately accepts

her parents offer to help review her Extended Project Qualification (EPQ) and prints a copy, illustrating her readiness and openness to criticism. These behaviors demonstrate that Pippa possesses the skills, determination, and dependability that make her a capable individual who can maturely manage both academic obligations and personal duties.

In the last Pippa's persona findings as competent, in scene when Pippa does her nightly routine as the general student. We can see in this quotation below:

“Pip typed up some notes about this upload coincidence, then she clicked save and closed the laptop. She got ready for bed, wandering back from the bathroom with her toothbrush in mouth, humming as she scribbled her to-do list for tomorrow.” (Jackson, 2019: 187)

Pippa's competence is shown through her organized and focused routine, even in small everyday moments. After working on her project, she types her notes, saves her work, and calmly gets ready for bed, showing she knows how to manage her time and responsibilities well. Even while brushing her teeth, she keeps thinking ahead, humming while writing her to-do list for the next day. The way she works on her Margaret Atwood essay shows how seriously she takes her tasks and how committed she is to staying on track.

CONCLUSION

The archetypes theory of Carl Jung has contributed to our understanding of human behavior, particularly in terms of the concepts of persona. Persona is the appearance we present to public. In Holly Jackson's *A Good Girl's Guide To Murder* (2019), these concepts can aid in understanding Pippa Fitz-Ambits personality. She appears to be kind and intelligent at first. Jung's principles help us understand how Pippa reveals to the public with what she keeps hidden. This study demonstrates how Jung's ideas are applied both in real life and in tales.

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