

Proceeding

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DEFENSE MECHANISM OF JIMMY MCGILL IN STEVEN KESLOWITZ'S WHY YOU BETTER CALL SAUL

Mochamad Samsul Ma'arif (1), Yulistiyanti(2)

Program Studi Sastra Inggris Fakultas Hukum dan Bahasa Universitas Stikubank

Email: mochsamsulmaarif20@gmail.com (1), yulistiyanti@edu.unisbank.ac.id (2)

Abstract

This article is written to analyze the main character, Jimmy McGill, in Why You Better Call Saul by Steven Keslowitz, who struggles through his journey against his fate. He is also dealing with disappointment and betrayal during his early life. In this novel, he uses several defense mechanisms daily to deal with issues and difficulties in his life. This thesis aims to identify the kinds, the causes, and the impacts of his defense mechanisms. This thesis uses Freudian psychoanalysis theory and its branch, defense mechanism, as the main theories. Qualitative descriptive and contextual approaches are used to help the writer to get the desirable results. The result of this thesis reveals that the main triggers of his defense mechanisms are the influence of the conman he met during his adolescence and his misusing it as a survival guide. The defense mechanisms he uses are denial, introjection, and projection. The impacts of his defense mechanisms bring more negative results that lead to his downfall

Keywords: Defense mechanism, Psychoanalysis, Misusing

INTRODUCTION

Reading is the only interaction between literature and its readers; other human emotions are beyond its control. On the one hand, literature is an abstract art form that is restricted to an absolute object. On the other hand, the reader enjoys complete precedence in the relationship between books and himself as the single subject. (Wan & Martín Blas, 2022). For example, when we read horror books late at night, alone at home, it may create a sense of fear since the more we read and has the same link to the ambiance and the more we draw attention to the book we read. So, according to the explanation above, we can experience the same feelings and emotions by reading the book, and the condition also plays a role when the location where we read the book is eerie.

There must be some key aspects to consider from the text we read. Literary works are designed to conceal the author's intentions, leaving it up to the reader to determine them through various analyses and evaluations. Reading literary works requires determining the authors' true intentions for us, the readers. A reader must have the capacity for critical thought to comprehend and interpret a literary work. This skill aids the reader in critically examining and evaluating literary works (Adeani et al., 2020). The book we have read could contain some important things that could be analyzed. So, to analyze the book, we must do a literature review to understand clearly what thing we must analyze (Snyder, 2019). The thing called literature review is important to decide which one we want to analyze. A good literature review must address various requirements, covering and synthesizing relevant literature. The literature review section must limit itself to what is relevant and make it not too broad. (Nakano & Muniz, 2018). When we attempt to write a thesis, we make the study more particular and constrained so that it is not too broad and has a key topic to be analyzed.

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Why You Better Call Saul contains various psychological elements that could be analyzed. Because both deal with human beings and their responses, comprehensions of the world, miseries, wishes, solicitations, fears, conflicts, and reconciliations; individual and social concerns, through various concepts and approaches, there is a veritably strong correlation between literature like the book and psychology. An author depicts life by his or her aims, comprehensions, ideologies, and value judgments, and opens the doors to previously unknown and unnoticed worlds to readers not only by stirring passions and sensations but also by assisting them in discovering the meaning of life and reality. Literature, without a doubt, help people understand and examine their identities by enhancing knowledge and consciousness. It should be remembered that man and subsistence have always been fundamental concepts in the highest scientific research, the arts, and literature. According to the literary work of *Why You Should Call Saul*, there is a psychological element that could be elaborated and analyzed. (Gaspersz, Sherly. Uktolseja, 2021)

Why You Better Call Saul has an opportunity with the defense mechanism analysis. People that employ the defense mechanism always use it as a technique to deal with their problems. The psychodynamic idea of defense mechanisms, described as automatic psychological mechanisms that intervene in the object's response to emotional conflicts and internal or external stress, has been intensively explored since its initial appearance in Freud's psychoanalytic theory. (Di Giuseppe & Perry, 2021).

Jimmy's demise is more heartbreaking for viewers who, despite knowing Jimmy would become Saul, grieve the character's gradual loss of idealism. Jimmy tries to follow the rules, only to fall to the pull of the criminal world once his moral compass has been depleted. Despite constantly complying with society's standards, Jimmy becomes a victim of a system that refuses to let a former con man go free, finally becoming a criminal created by society. (Lyons, 2021). When the people who preserve the values have had enough, they change into the people they once despised the most because of their terrible destiny and had to be on the opposing side as a temporary decision. The defense mechanism is how someone chooses to alter his persona.

Jimmy McGill's transformation into Saul Goodman is likewise a dynamic character development. Daniel Sulmasy, a medical educator, and others have highlighted, however, that moral growth is a dynamic process. (Carey et al., 2015) . Jimmy McGill becomes a morally challenged person after realizing that his father is a lovely but naive man; one day he realizes that his father was duped by the conman; his father did not believe Jimmy's views and was duped. After that, Jimmy works as a cashier for his father for a bit and has a conversation with the conman, telling him that in this world, there are two options: live as a brave wolf or as a lowlife naive sheep. Then Jimmy realized he didn't want to be like his father and become a wolf to survive. This is based on the aforementioned description, research needs to be done to more thoroughly study the relationship between a child's character development and their parenting style and biological characteristics. (Asbari et al., 2020)

The transformation from the ex-conman artist to a lawyer is one of the long journeys Jimmy McGill had. The reason people transform into something they wish they are not is because of trauma and bad experience (Observation, 2022). People are more willing to change into a different person who is being analyzed by the change of personalities and habits because of the experience they had, such as a traumatic event, to signal in the future that the unpleasant past will not happen again.

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All of his misfortune and poor defense mechanisms caused him to break badly. Jimmy moves slowly through his downfall. The people turn into evil because of the trauma and the bad solution they had. (Eye, 2022). The villains are the result of their negative experiences and influences. They prefer to exaggerate their anguish to others because they are not the ones who have had a horrible experience; they tend to make others feel the pain they have experienced.

The trauma that Jimmy had led him to change his perspective on society. Freud concludes that everything forgotten by a patient must have been distressing; alarming, painful, or shameful, and that this is why it was erased from conscious memory. (Olugunle, 2020). For example, as a defense mechanism, we choose to forget about a traumatic incident.

When Jimmy encounters an issue, he decides to get rid of it by employing a defense mechanism as a remedy. To be able to get rid of the pressure that makes us nervous by practicing the defense mechanism (Dachrud & Soleman, 2018). Jimmy's defense mechanism leads him to his self-destruction as a negative effect. Misusing the defense mechanism could lead to self-destruction (Febrita & Sagimin, 2020). The practice of using defense mechanism should be under control and knows about the effect, not only for ourselves, but the people around us. (Ratri et al., 2019). Defense mechanisms could be a bad thing if we could not do them right. To be able to make a positive impact by doing the defense mechanism properly. The defense mechanism has a positive impact on a problem solver. (Yuliastuti & Putri, 2019). Jimmy's defense mechanism has a positive impact on him by encouraging him to do the hard work and be able to move on against his problem.

This study, explains that the main character in *Why You Better Call Saul*, the life of a man struggles against his fate with a bad mindset to survive. The story tells about a man named Jimmy McGill, who is trying to survive by changing his persona and practicing various crimes. It starts when Jimmy encountered a conman that changes him to breaking bad. He also shows difficulty to deal with his problems and emotions. He uses several defense mechanisms to deal with problems. Thus, according to the background of the study, the research questions are:

1. What are the types of defense mechanisms shown by Jimmy McGill?
2. What are the causes of Jimmy McGill's defense mechanism?
3. What are the impacts of Jimmy McGill's Defense Mechanism against his fate?

THEORETICAL FRAMEWORK

The theory of this study is a defense mechanism by Sigmund Freud. A defense mechanism is used to escape the anxiety that is triggered when one is forced to face up to flaws, inadequacies, and destructive tendencies, according to Sigmund Freud, who popularized the phrase in the mid-1890s. Many of the defense mechanisms' early developments were carried out by Sigmund Freud's daughter, Anna Freud (Febrita & Sagimin, 2020), there are:

1. Denial: Refusing to accept reality because it hurts too much.
2. Introjection occurs when a person internalizes other people's beliefs or voices
3. Projection, ascribing someone or anything else with your negative thoughts or sentiments

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METHODOLOGY

The qualitative descriptive approach is utilized in this study to present, analyze, and interpret data. Because it involves literary analysis in the form of words or textual data, this research design is especially pertinent to the current study. Rather than numbers and quantification, this form of research is descriptive and interpretive of the issue. It takes a context-based approach. The research is based on the Freudian defense mechanism. According to Freudian theory, defense mechanisms are the various ways people handle their pain because of the difficult experience (Febrita & Sagimin, 2020).

First of all, the procedures began by reading the book. We could have known what the book contained and what things we wanted to analyze if we had read it. Following that identification, we may have learned that there are numerous types of defense mechanisms, as well as their causes and effects, by elaborating on the type of defense mechanism. The next is by analyzing the theory of Sigmund Freud that exists in *Why You Better Call Saul*, and analyzing the cause and effect of the defense mechanism. Finally the interpretation, by explaining the research based on *Why You Better Call Saul*, with Freudian's defense mechanism theory.

FINDINGS AND DISCUSSION

The Type Of Defense Mechanism Shown By Jimmy McGill

Jimmy McGill is the primary character in *Why You Better Call Saul*, and he goes through several incidents that could lead to his downfall. Despite his frail demeanor and physique, he had to rely on his sharp and cunning mind to survive. Despite the varied consequences that await him as a result of his poor defense system, he gradually began to accept it as part of his redemption.

Denial

Denial is the refusal to accept reality because it is too painful. Jimmy's rejection of his brother as a result of his brother's mistreatment and betrayal causes him trauma. He refuses to use his family name because it reminds him of his brother and his brother's polite and respectful demeanor, so his name is changed to Saul Goodman. This act is depicted in the citation below.

"...Jimmy changes his name to Saul represents a marked change in Jimmy's character: Jimmy has now given up on the only prospect of becoming a respectable lawyer at a white-shoe firm. Jimmy's choices in his career directly mirror his descent.." (Page 31)

Jimmy changed his name to Saul Goodman to distance himself from his brother. He disliked his brother despite changing his identity to Saul Goodman to avoid recalling his sibling as utilizing his family and genuine name.

Introjection

Introjection happens when a person internalizes the beliefs or voices of another. Jimmy is an ex-con artist who has put his bad perks into his legal career. He is willing to commit immoral activities to survive as Saul Goodman, the criminal's lawyer.

"Saul violates many ethical rules in the course of his practice-telling clients how to commit crimes; betraying their trust; manipulating fees; engaging in deception, lying, and fraud; demonstrating incompetence: making up evidence acting with too much zeal..." (Page 137)

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The quote above tells us a lot about how he went through his decline and committed different heinous crimes to live. During his adolescence, he benefited from the conman who robbed his father's store. As a result, Jimmy makes several statements, including his connection with the cartel, money laundering, falsification of the Mesa Verde case, and getting bribes...

Involvement With The Cartels

He is also involved with the cartel to accelerate his villainous goals. Even though danger awaits him, his guts forced him to take a gamble on his life as his opportunity

"...Saul plays a fundamental role in his clients' criminal objectives, the most prominent example being his close involvement with Walt and Jesse's drug dealing. Saul provides them with a connection to Gus Fring." (Page 100)

According to the reference, Jimmy's connection with the cartel includes the genius chemistry teacher Walter White and Gus Fring, the owner of a successful chicken restaurant. Walter and Gus Fring are popular drug suppliers because of the great quality of their drugs, and their competition causes a confrontation and pandemonium in Albuquerque; later, Walter joins Gus's cause because Gus threatens his family.

Money Laundering

He was also linked with Jesse Pinkman, a prodigious drug dealer and chef. He encouraged Jesse to perform money laundering to avoid government suspicion of the spontaneous and instant fortune he obtained from selling his goods. Saul also demanded a high service charge from Jesse for his benefits.

"Saul will then devise creative (and deceitful) legal strategies to aid his clients' agenda and help them avoid punishment. As he says when attempting to convince Jesse Pinkman to launder money" (Page 100)

The quotation above tells us a lot about Jesse being compelled to undertake money laundering and being forced to do it because the government would suspect him otherwise. This is one of Saul's survival strategies; he is not afraid, even though he is in a dangerous scenario where he is involved in cartels; he even sees it as an opportunity to earn more money and a reputation for his legal career.

The Forgery Of The Mesa Verde Case

He also commits the illegal act during the mesa verde act to win, even though his opponent, his rival is his own older brother

"Jimmy engages in conduct that is punishable under criminal law. Jimmy's forgery of Mesa Verde documents is illegal, and he could be charged with laws against not only forgery but also fraud, falsifying evidence, and possibly breaking (as Jimmy does not have the right to enter Chuck's home and direct Ernesto, who is caring for Chuck, to vacate the premises). While forgery would be reprehensible under any circumstances"

(Page 99)

According to the source above, Jimmy performed numerous unlawful acts throughout the Mesa Verde case, including forgery, fraud, manipulating evidence, and breaking his older brother's homes. To win, his moral compass became skewed; he knew full well that he couldn't win

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against his brother if he was fair and square; to win, he needed to deceive and conduct wicked things.

Accepting Bribery

He also accepts the bribery from the Kettlemans, he knew that his business is on the edge of the line.

“Immediately after finding the Kettlemans, they offer him a bribe in exchange for not revealing their whereabouts to the authorities. Jimmy initially declines but then accepts the money. He attempts to Justify the money as a retainer“ (Page 108)

To atone for his guilt over accepting a bribe, he excuses his actions as an act to save Kettlemans' friendship by reserving his position and salary for future services.

Projection.

Projection is the act of imbuing someone or something else with your unpleasant ideas or feelings. Jimmy's projection happens when Jimmy harbors resentment and rage against Howard Hamlin, his older brother's firm partner because he is the one who rejects Jimmy's application to join the HHM firm. First and foremost, Jimmy launched his act with HHM Billboard plagiarism and Mesa Verde clash.

HHM Billboard Plagiarism

Jimmy's resentment of Howard drives him to copy Howard's HHM business billboard ads as a form of self-promotion. The intentions are to perplex the HHM client and advertise himself while utilizing HHM as a template.

“The logo that Jimmy creates is substantially similar to HHM’s (notwithstanding the use of the letter J instead of H). Based on Jimmy's awareness of HHM's logo and his bitter relationship with Howard Hamlin, it is clear that the copying is intentional. Howard, therefore, has a strong argument that Jimmy's use of the logo constitutes trademark infringement. However, his rebuttal to Jimmy's “fair use” argument is incorrect as a matter of law. Howard says that because Jimmy is “clearly profiting” from the use of the logo, fair use does not apply.”(Page 74)

From the citation above it is a fact that Jimmy ignores the HHM copyright's logo on purpose and imitates it to his benefit, including to piss Howard Hamlin off.

Mesa Verde Clash

He also exacted vengeance on his older brother for betraying him. He fights against his older brother in the mesa verde cases, employing an illegal technique to win. Even though mesa verde was started by Jimmy, it was taken over by HHM due to his inability and being underestimated by his older brother.

“Jimmy engages in conduct that is punishable under criminal law. Jimmy's forgery of Mesa Verde documents is illegal, and he could be charged with laws against not only forgery but also fraud, falsifying evidence, and possibly breaking (as Jimmy does not have the right to enter Chuck's home and direct Ernesto, who is caring for Chuck, to vacate the premises). While forgery would be reprehensible under any circumstances”

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The citation above tells us a lot that Jimmy used an illegal method to win against his brother. He does this to fulfill his vengeance for his older brother's betrayal.

The Causes Of Jimmy McGill's Defense Mechanism

A defense mechanism is required to create an explanation to justify harmful behavior and to avoid dealing with hurting feelings to deal with stress productively. There are various causes of Jimmy's defense mechanism, denial; Chuck's betrayal, introjection; conman's influence, and projection; the grudge against HHM's CEO

Chuck's Betrayal

The cause he is using the denial defense mechanism is because he felt betrayed by his older brother.

"Jimmy: You told him not to hire me. It was always you. You didn't want me. Tell me why?"

Chuck: You're not a real lawyer! The University of American

Samos, for Chris's sake? An online course? What a joke! I worked my ass off to get where I am, and you take these shortcuts and you think suddenly you're my peer? You do what I do because you're funny and you can make people laugh? I committed my life to this! You don't slide into it like a cheap pair of slippers and then reap all the rewards!

Jimmy (tearfully): I thought you were proud of me.

Chuck: I was. When you straightened out and got a job in the mailroom, I was very proud.

Jimmy: So that's it? Keep old Jimmy down in the mailroom, because he's not good enough to be a lawyer?

Chuck: I know you! I know what you were, what you are. People don't change. You're Slippin' Jimmy. And Slippin' Jimmy can handle just fine, but Slippin' Jimmy with 2 law degrees is like a chimp with a machine gun. The law is sacred! If you abuse that power, people get hurt on some level, I know you know I'm right." (Page 48)

According to the citation above concerning Chuck's betrayal, he has a reason that allowing the ex-con to become a lawyer will result in calamity and mayhem. Chuck was fully aware of his younger brother's penchant for taking shortcuts and preferring to cheat than be honest. His respectful lawyer is Charles McGill. Knowing that his ex-con brother wants to advance in his job, it irritates him that he rejects Jimmy for the position of Lawyer in HHM. Despite everything Jimmy did for his brother by caring for his illness, Chuck betrays him. Jimmy's resentment of his brother has reached a boiling point, leaving him with deep trauma. After the death of his brother, Jimmy decides to be a criminal lawyer and change his name to Saul Goodman

Conman's Influence

Next, is the cause of Introjection evoked in adolescence Jimmy meets a conman that causing changes his life and mindset

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“Jimmy is visibly angered by the request, and it hurts him that the man has duped his father. But the man offers Jimmy some advice, telling him, “There are wolves and sheep in this world—wolves and sheep. Figure out which one you're gonna be.” Jimmy hands the man the cigarettes and puts the money in the cash register. Applying the advice of the man, Jimmy has a change of heart and removes the ‘money from the register and pockets the proceeds. At this moment, the slippin’ jimmy was born” (Page 24)

The quotation above tells us a lot about how his father's little market is being cheated by a con guy, despite his father's reputation for kindness, which is always being exploited by someone. The scam guy demanded money to assist his daughter before totaling the car. When Jimmy's father went to the back of his safe to lend the guy some money, Jimmy had an eye-opening and impactful conversation: "There are two kinds of people in this world, wolves and sheep, and the strong will hunt the weak, and the weak will forever be haunted and manipulated." In a nutshell, it's either hunt or be haunted. Jimmy is dissatisfied with his father's naive behavior and reconsiders Conman's counsel; consequently, Jimmy robs his father of money through the register as a first declaration to become a "wolf" by Conman's advice.

Grudge Against HHM's CEOs

The final reason for the Projection is Jimmy's resentment of the CEO of HHM (Charles and Howard). Because Jimmy was rejected by HHM, both of them pushed him to activate projection. At first, he held a vengeance against Howard, but the truth revealed that it was his older brother all along.

Against Howard Hamlin

Initially, he held resentment against Howard Hamlin because he was the one who notified Jimmy that he had been rejected from HHM, leading Jimmy to believe that Howard had rejected him first.

“...Chuck finally makes it quite clear that he does not consider his brother to be his equal. Jimmy figures out that it was Chuck who implored Howard at HEM not to hire Jimmy..” (Page 48)

The quote above tells us a lot about how Howard initially rejects Jimmy from entering HHM before realizing it was his brother's all along. Jimmy harbors a grudge against Howard and would cause him mental harm if given the chance.

Against Chuck

After knowing that Charles is the mastermind behind Jimmy's rejection of joining HHM, both of them had a heated argument as cited below

“Jimmy: You told him not to hire me. It was always you. You didn't want me. Tell me why?

Chuck: You're not a real lawyer! The University of American Samoa, for Chris's sake? An online course? What a joke! I worked my ass off to get where I am, and you take these shortcuts and you think suddenly you're my peer? You do what I do because you're funny and you can make people laugh? I committed my life to this! You don't slide into it like a cheap pair of slippers and then reap all the rewards!” (Page 48)

According to the source above, Chuck rejected Jimmy because he believes Jimmy is unworthy of becoming a lawyer, and he sees Jimmy's past as an ex-conman artist as a warning for the

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future. He is concerned that Jimmy will wreak even more havoc than he has in the past. Knowing Jimmy will disappoint his brother and cause a problem in the future, such as in mesa verde situations

The Impacts Of Jimmy McGill's Defense Mechanism Against His Fate

The consequences of abusing defense systems have led to an unavoidable fate with predominantly bad outcomes. Jimmy's Defence Mechanism has several effects, including denial, introjection, and projection. Each defense system has its unique impact on Jimmy's fate.

Denial.

Denial is the refusal to accept reality because it is too painful. It generates numerous types of impact from the denial defense mechanism. There are; identity changes, becomes immoral, and iconic slogans

Identity Changes

The Impact of denial's defense mechanism is that Jimmy abuses his new identity to become a criminal lawyer in immoral ways and throws away his dilemma with the good and bad.

"...Jimmy changes his name to Saul represents a marked change in Jimmy's character: Jimmy has now given up on the only prospect of becoming a respectable lawyer at a white-shoe firm. Jimmy's choices in his career directly mirror his descent.." (Page 31)

According to the source above, Jimmy's career follows his descent, which means he contrasts his style and goes from an excellent lawyer to a bad lawyer.

Becomes Immoral

His personality change from a respectable and kind person into a greedy opportunist as shown in the citation below:

"To be a Saul Goodman type of individual, one must not only be thoroughly divorced from morals and ethics but also be largely emotionally detached from most of the world" (Page 31)

The citation above tells us a lot about Jimmy's decision to stop taking half-measures and to become entirely immoral for his cause; he even sacrifices his moral compass and becomes heartless against humanity and the planet.

Iconic Slogans

To make a positive impression and a trademark amongst his clients, the name Saul Goodman is the same homophone as "It's all good man.". As the citation blow

"The Saul Goodman name is intended to put clients at ease and instill confidence; when clients knock on Saul's office door they can be assured that "It's all good man" (Page 31)

The slogans become popular because they are unusual and memorable, particularly to his clients, who are usually criminals and veterans seeking justice. Fellow criminals appreciate him for his tactic of mostly assisting criminals and winning court for them.

Introjection

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Introjection happens when a person internalizes the beliefs or voices of another. Jimmy's main objection is that his criminal record has resulted in a consequence that he must suffer. The consequences of Introjection include becoming a fugitive and changing his identity for the second time.

Become Fugitive

Introjection practice to rationalize survival backfired on him. He must bear the consequences of abusing the introjection, such as scamming, engagement in cartel business, money laundering, fabricating false evidence, and assisting criminals to avoid prosecution.

“He is now: a middle-aged man—current alias Gene working in a Cinnabon, staring nervously, and eyeing a customer who might be a threat. Customers of that Cinnabon in Omaha, Nebraska, would be surprised to learn that the middle-aged man at the counter traded in his law degree—and his life of adventure—for a deep fryer.”(Page 23)

The quotation above tells us a lot about how to be safe, he must keep a low profile because, at the end of the line, he became a fugitive and fled to Omaha, Nebraska. He grew worried that he was caught and terrified that someone stared at him for too long.

Change His Identity(Again)

He also disguises himself as Gene Takavic, the Cinnabon manager at a bakery in Omaha, Nebraska. He suffered as a result of his low-profile life, hence his prior identity as Saul Goodman.

“...there is much more to Gene than his current lifestyle indicates. Gene cannot erase the past. Hiding away in a pastry shop does not remove the stains that he has left in his wake: as Slippin’ Jimmy, attorney Jimmy McGill, and most colorfully and painfully, as Saul Goodman.” (Page 152)

Also, he cannot erase his past and must bear the consequences for practicing illegal acts as his introjection that haunts him daily later becomes paranoid.

Projection

Projection is the act of imbuing someone or something else with your unpleasant ideas or feelings. Jimmy's projection has an effect, such as causing a loss of Chuck’s trust and reducing HHM's credibility.

Losing Chuck’s Trust

The final vision involves Jimmy plotting revenge on Howard. Initially, he is planning against Howard, but Jimmy imitates a billboard of Howard promoting HHM and the logo likeness to get the HHM customer to become his.

“Chuck's impressions of Jimmy as the Slippin’ Jimmy character will not melt away, despite the responsible person that Jimmy McGill has in many ways become (or at least seemingly become). This is evidenced by the exchange that the pair have after Chuck finds out about Jimmy's publicity stunt involving a BillbG8#. In “Alpine Shepherd Boy,” Jimmy tries to downplay the billboard stunt, promising Chuck that it was a “one-time thing.” Jimmy also tells Chuck: “I'm a good lawyer. I just needed some razzmatazz to get the ball rolling. Showmanship. From here on out, I am going to play by the rules.” Chuck flatly responds, “As

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any lawyer should.” Chuck does not seem to buy Jimmy's promise that Shippin' Jimmy is gone: “We'll see,” Chuck says.” (Page 46)

Because of that act, Chuck's disbelief about Jimmy that Jimmy has changed leaves a bad impression on Chuck that leads to Jimmy being rejected in HHM.

Decreasing HHM's Credibility

Mocking HHM by making the same template of HHM as Jimmy's self-branding form promotion

“The logo that Jimmy creates is substantially similar to HHM's (notwithstanding the use of the letter J instead of H). Based on Jimmy's awareness of HHM's logo and his bitter relationship with Howard Hamlin, it is clear that the copying is intentional. Howard, therefore, has a strong argument that Jimmy's use of the logo constitutes trademark infringement. However, his rebuttal to Jimmy's “fair use” argument is incorrect as a matter of law. Howard says that because Jimmy is “clearly profiting” from the use of the logo, fair use does not apply.”(Page 74)

From the citation above by making a similar logo to HHM, Jimmy is using this opportunity to his benefit in self-branding and promotion. It also decreases the HHM's credibility

CONCLUSION

This study concludes the whole analysis of the *Defense Mechanism Of Jimmy McGill In Steven Keslowitz's Why You Better Call Saul*, by making some research questions, such as the type of defense mechanism shown by Jimmy McGill, the causes of Jimmy McGill's defense mechanism, and the impacts of Jimmy McGill's Defense Mechanism against his fate.

In this study, it is found that there are three types of ego defense mechanisms shown by Jimmy McGill. there are denial, introjection, and projection. Jimmy unleashed those defense mechanisms in various ways, such as changing his identity as his denial defense mechanism, doing criminal acts to survive as his introjection, and the last, having a grudge against the HHM's CEOs and projecting his anger onto them as his projection

Furthermore, this study concludes the causes of Jimmy McGill's defense mechanism, such as his older brother's betrayal that triggers his denial, the conman influence that triggers his introjection, and the grudge against Chuck and his partner.

The last is the impact of Jimmy's defense mechanism against his fate. There are various impacts that Jimmy felt after he unleashed his defense mechanism, as the denial impacts are the change of his identity, becoming immoral, and iconic slogans. Next is the impact of introjection, there are; becoming fugitives and changing their identity. Finally, the impacts from projection, there are; losing his older brother's trust, and decreasing the HHM credibility. The study indicates that there is a correlation in real life that some people do misuse Jimmy's defense mechanism, which appears to be experienced by society today, particularly among teenagers and early adults. For example, being affected by a negative individual and subsequently evolving into introjection can lead to a variety of difficulties or even pandemonium, such as thuggery in marginality, corruption in a terrible bureaucracy, and so on.

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