

## **Personality of the Main Character in *The Greatest Showman* Movie**

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### **Abstract**

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This study examines the personality of the character P.T. Barnum in the film *The Greatest Showman* using the Five-Factor Personality theory. This film, as a modern literary work, presents a charismatic, ambitious, and complex main character, making it interesting to analyse in a more psychologically deep way. The purpose of this study is to identify Barnum's dominant personality and understand how this personality affects his social life, especially in marriage and career. The method used is descriptive qualitative by analysing important scenes in the film, including dialogue, expressions, and character interactions. The results of the study indicate that Extraversion and Openness to Experience are the two most prominent personality dimensions in Barnum. These two traits support his success in attracting public attention and building an entertainment business, but also cause tension in his relationships. These findings indicate that personality not only influences the actions of the character but also shapes the direction of his life and interactions with the surrounding environment. This study is expected to enrich the study of literary psychology, especially in understanding the dynamics of characters in films as a form of contemporary literature.

**Kata Kunci:**

*Analisis kepribadian, tokoh utama, The Greatest Showman, film sastra*

**Abstrak**

Penelitian ini mengkaji kepribadian tokoh P.T. Barnum dalam film *The Greatest Showman* menggunakan teori Kepribadian Lima Faktor. Film ini, sebagai karya sastra modern, menampilkan tokoh utama yang karismatik, ambisius, dan kompleks, sehingga menarik untuk dianalisis secara psikologis lebih mendalam. Tujuan penelitian ini adalah untuk mengidentifikasi kepribadian dominan Barnum dan memahami bagaimana kepribadian ini memengaruhi kehidupan sosialnya, terutama dalam pernikahan dan karier.

Metode yang digunakan adalah deskriptif kualitatif dengan menganalisis adegan-adegan penting dalam film, termasuk dialog, ekspresi, dan interaksi tokoh. Hasil penelitian menunjukkan bahwa Ekstroversi dan Keterbukaan terhadap Pengalaman merupakan dua dimensi kepribadian yang paling menonjol dalam diri Barnum. Kedua sifat ini mendukung keberhasilannya dalam menarik perhatian publik dan membangun bisnis hiburan, tetapi juga menimbulkan ketegangan dalam hubungannya. Temuan ini menunjukkan bahwa kepribadian tidak hanya memengaruhi tindakan tokoh tetapi juga membentuk arah hidup dan interaksinya dengan lingkungan sekitarnya. Penelitian ini diharapkan dapat memperkaya kajian psikologi sastra, khususnya dalam memahami dinamika tokoh dalam film sebagai salah satu bentuk karya sastra kontemporer.

## **INTRODUCTION**

“Personality refers to psychological systems that contribute to an individual’s enduring and distinctive patterns of experience and behavior,” (Cervone & Pervin, 2022). A character analysis can be done more deeply through a personality psychological approach. A character's personality is dissected through psychology to find out the reasons behind the words, actions, and decisions taken at a time. This also shows how the dominant personality becomes the identity of a character.

Characters are an important element in literary works and films because, through them, the writer or director can convey the story, theme, and conflicts to the readers or viewers. Pelican (2020) reinforces that understanding of character emerges from concrete actions, dialogue that reflects motives, and inner processes implied in the narrative, in line with Abrams's (1999) interpretive perspective. Several characters support a story, but usually, the audience highlights the protagonist, the main character who leads the story. The protagonist becomes the perpetrator of events or becomes a major influencer in the story (Nurgiyantoro, 2018).

A character analysis can be done more deeply through a personality psychological approach. A character's personality is dissected through psychology to find out the reasons behind the words, actions, and decisions taken at a time. This

also shows how the dominant personality becomes the identity of a character. Through personality dissection in a psychological approach, the pattern of a character's social relationships with other characters who carry different dominant personalities can be known.

As a main character, faces various challenges, from poverty in childhood to his torturous struggle, which makes him a rich character to analyse. The researcher chose *The Greatest Showman* as the primary source for this research due to its rich portrayal of P.T. Barnum as a multidimensional character whose personality traits significantly influence his personal relationships and professional endeavors. The film provides an example narrative and visual data to explore psychological and literary aspects of character development through a contemporary lens. Academically, the film is suitable for analysis because it dramatizes real-life events while allowing space for interpretive critique, especially about personality theory, such as the Five-Factor Personality Traits. Barnum's character presents a compelling case for examining the intersection between ambition, creativity, and interpersonal dynamics, making it a strong subject for character analysis in literary and psychological studies. Additionally, its popularity and cultural impact provide contextual relevance, bridging academic analysis with modern audience reception.

This research adopts the Five-Factor Theory (FFT) of personality by McCrae & Costa (2003) because it provides a comprehensive, empirically grounded framework for analyzing human personality across five broad dimensions: Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism. Compared to other personality theories, such as Freud's psychoanalytic model or Jung's typology, FFT is more structured, quantifiable, and widely validated in both psychology and interdisciplinary studies. Its descriptive and non-pathological nature makes it particularly effective for analyzing fictional or dramatized characters like P.T. Barnum in *The Greatest Showman*, as it focuses on observable traits and behaviors rather than unconscious drives. Furthermore, Five-Factor Theory's flexibility allows for nuanced interpretation of how personality influences decision-making, relationships, and life outcomes, making it especially relevant for understanding the complex motivations and social dynamics depicted in the film.

Its broad acceptance in contemporary psychological research also enhances the academic credibility and relevance of this study. By applying this theoretical approach, the study investigates the dominant personality and examines the effect of the dominant personality on the main character's social life.

Several previous studies have examined fictional characters using the Big Five Personality Traits. Walida (2023) analysed Hazel Grace's personality in *The Fault in Our Stars*, revealing high Openness and Neuroticism through qualitative methods; unlike Barnum's study, which emphasizes the social consequences of dominant traits. Nandita (2022) explored Mary and Colin's contrasting personalities in *The Secret Garden* and highlighted the influence of one character over another, whereas Barnum focuses on an individual and the internal impact of his traits on personal and professional life. Meanwhile, Bahri et al. (2024) observed multiple characters in *Harry Potter* using content analysis, similar in method but different in scope. In contrast, the Barnum thesis uniquely narrows its scope to one real-life-inspired character, integrates personality theory with narrative and visual analysis, and critically connects dominant traits—especially Extraversion—to both success and strain in social domains. The research gap in this study lies in its focused investigation of how a dominant personality trait—specifically, Extraversion—shapes both personal and professional aspects of a real-life-inspired character's journey, which has not been thoroughly explored in previous studies. While previous researchers have applied the Big Five Personality Traits to fictional characters, most have emphasized general trait identification without deeply connecting those traits to broader social outcomes or inner conflict. This thesis offers novelty by analysing P.T. Barnum in *The Greatest Showman*, a character inspired by a historical figure, allowing a richer psychological and narrative exploration. It combines narrative, dialogue, and visual cues to show how Barnum's personality influences his relationships, ambitions, and internal struggles, thus moving beyond static trait descriptions into dynamic cause-and-effect analysis. Unlike studies that analyse multiple characters or focus only on trait presence, this research integrates psychological theory with literary interpretation to critically examine how dominant traits drive both success and tension. By bridging

personality theory with socio-narrative impact, this study contributes a more holistic and character-driven model to the fields of literary and psychological analysis.

## **METHOD**

The method used in this study is a descriptive qualitative method. As Creswell & Creswell (2018) explains, qualitative research is a way to explore and understand the meaning that individuals or groups attach to a social or human experience. Data collected from the film *The Greatest Showman* using documentation and note-taking techniques. The researcher downloaded and repeatedly watched the film, transcribed relevant dialogues, and took screenshots to capture key scenes. Data collection focused on identifying P.T. Barnum's personality based on the Big Five Personality Theory by (McCrae & Costa, 2003a), classifying scenes into five dimensions: Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism. The collected data will be analysed based on personality with explanations as in the table.

**Table 1. Five-Factor Personality Definition**

| <b>Personality</b>            | <b>Definition</b>  |
|-------------------------------|--|
| <b>Openness to Experience</b> | Reflects a person's receptiveness to new ideas, creative thinking, emotions, and varied experiences. It indicates intellectual curiosity, imagination, and a preference for novelty over routine |
| <b>Conscientiousness</b>      | Describes an individual's tendency to be organized, disciplined, responsible, and achievement-oriented. It is associated with careful planning, reliability, and strong goal-directed behaviour. |
| <b>Extraversion</b>           | Characterized by high energy, sociability, assertiveness, and a desire for stimulation and engagement. Extraverted individuals are typically outgoing, expressive, and enthusiastic.             |
| <b>Agreeableness</b>          | Refers to a person's tendency to be compassionate, cooperative, and trusting. People high in this trait value harmony, show empathy, and tend to avoid conflict.                                 |
| <b>Neuroticism</b>            | Involves emotional instability and a tendency to experience negative emotions such as anxiety, anger, sadness, and stress. High scorers are more emotionally reactive and vulnerable.            |

Each personality has specific facets or dimensions that make up a person's overall personality.

**Table 2. Facets of The Five-Factor Model of Personality**

|                                    |
|------------------------------------|
| <b>Openness to Experience</b>      |
| O1: Fantasy (Imaginative Thinking) |

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- O2: Aesthetics (Sensitivity to Aesthetics)
- O3: Feelings (Depth of Emotional Experience)
- O4: Actions (Openness to New Experiences)
- O5: Ideas (Openness to Intellectual Ideas)
- O6: Values (Openness to Different Values and Perspectives)

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**Conscientiousness**

- C1: Competence (Sense of Competence / Confidence in Ability)
- C2: Order (Preference for Order and Organization)
- C3: Dutifulness (Commitment to Duty and Responsibility)
- C4: Achievement Striving (Drive for Achievement)
- C5: Self-Discipline (Self-Discipline)
- C6: Deliberation (Careful Consideration Before Acting)

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**Extraversion**

- E1: Warmth (Social Warmth)
- E2: Gregariousness (Enjoyment of Social Interaction)
- E3: Assertiveness (Assertiveness in Expressing Opinions)
- E4: Activity (High Energy and Activity Level)
- E5: Excitement Seeking (Sensation and Excitement Seeking)
- E6: Positive Emotions (Tendency to Feel Positive Emotions)

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**Agreeableness**

- A1: Trust (Trust in Others)
- A2: Straightforwardness (Honesty and Directness)
- A3: Altruism (Concern for Others)
- A4: Compliance (Tendency to Avoid Conflict)
- A5: Modesty (Humility)
- A6: Tender-mindedness (Emotional Sensitivity and Compassion)

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**Neuroticism**

- N1: Anxiety (Tendency Toward Anxiety)
- N2: Angry Hostility (Irritability and Anger)
- N3: Depression (Depressive Feelings)
- N4: Self-Consciousness (High Self-Awareness / Social Insecurity)
- N5: Impulsiveness (Impulsiveness / Acting Without Thinking)
- N6: Vulnerability (Vulnerability to Stress and Pressure)

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*Note.* Adapted from Costa and McCrae (2003); Table 9. Factor Structure of The NEO-PI-R in American and Indonesian Samples; adapted from Costa & McCrae (1992).

Based on this distribution, the most dominant personality trait was identified and selected for in-depth analysis. The data were grouped based on each dominant trait and analysed to explore their impact on Barnum's social life, particularly in his marriage and career. Interestingly, marriage and career, which are two of the most commonly studied and significant life domains, often demonstrate different patterns with personality McCrae & Costa (2003b). Buss & Barnes (1986), as cited in McCrae and Costa (2003), investigated the preferences people have for qualities in a partner, such as kindness, intelligence, attractiveness, and financial stability. When it comes to career paths, the relationship between personality traits and occupational choices appears more direct and easier to interpret McCrae & Costa,

(2003c). Furthermore, once individuals are employed, their personalities often shape how they perform their job responsibilities (Hoekstra, 1993; McCrae & Costa, 2003a, p. 227)

The results were interpreted using descriptive techniques and presented through both informal methods. Sudaryanto (2015) states that the informal method presents the results of the study using only words, and formal methods (tables and percentages) to answer the research questions clearly and systematically. This approach aligns with the characteristics of qualitative literary analysis, emphasizing interpretation through behaviour, dialogue, and psychological traits as seen in film.

## **FINDINGS AND DISCUSSION**

This chapter analyses the dominant personality traits of P.T. Barnum in The Greatest Showman (Gracey, 2017) and examines how these traits shape his social life, particularly within his career and family. The analysis is based on McCrae and Costa's Five-Factor Theory of Personality (McCrae & Costa, 2003) and focuses primarily on the most dominant personality identified in the data. These traits are not only prominent in Barnum's character but also deeply influence his interactions, decision-making, and emotional dynamics throughout the film.

Barnum is introduced as an ambitious dreamer who pursues greatness despite social and economic obstacles. His journey from a poor tailor's son to a world-renowned showman reflects a high level of social energy, visionary thinking, and an appetite for risk—these behavioural patterns which are consistent across key scenes in the film. The analysis below presents a selection of scenes (data) that demonstrate how these traits operate in Barnum's life and social environment.

### **The Analysis of P.T. Barnum's Personality**

#### **1. Openness to Experiences:**

##### **Data 1**

O'Malley : "This is bad."

Barnum : The Barnum Museum. A primitive Circus of Humbug. "Criminal."  
"Greedy." "A circus?" I like circus."

In data 1, Barnum reads a scathing critique from a journalist who calls his show “criminal,” “greedy,” and a “circus” However, instead of feeling offended or backing down, Barnum repeats the phrase “a circus?” with a questioning tone, then smiles as if he has just received encouraging news and casually remarks, “**I like circus.**” This statement indicates that Barnum not only accepted the criticism as a challenge but also demonstrated his openness to new ideas and alternative perspectives on the entertainment industry. This attitude reflects Barnum's high personality tendency on the Openness to Experience dimension, particularly in his courage to face negative judgment and transform it into creative impulses.

Several important facets or aspects visible in this data include: Openness to Ideas (seen in his willingness to embrace the idea of a “circus” that was previously considered unfit for art), Fantasy (because he saw the show's potential as an imaginative world that captivated the public), Aesthetic Sensitivity (he accepted alternative forms of entertainment considered inferior by the elite), and Emotional Openness (because he demonstrated an open and reflective reaction to harsh criticism). According to McCrae & Costa (2003), individuals who are open to experience tend to view the world flexibly and are able to take unconventional perspectives. Barnum, in this case, turned criticism into inspiration, demonstrating that openness to what others reject is precisely a distinctive strength in shaping his innovation and artistic identity.

## **2. Conscientiousness:**

### **Data 2**

Barnum : “That was not the only reason. **This is the life I promised you.** Shall we?”

Charity : “Phin... It's beautiful, but we don't need all of this.”

Barnum : **“It took me 25 years, but... Welcome home, Charity Barnum.”**

In data 2, Barnum shows Charity the luxurious house he has purchased, fulfilling their childhood dreams and promises. Although Charity gently responds that they don't need all that luxury, Barnum reassures her, “**This is the life he promised.**” The phrase **“It took me 25 years but... Welcome home, Charity**

**Barnum,"** emphasizes that this achievement was not an instant result, but rather the result of long, dedicated effort. This demonstrates Barnum's strong Conscientiousness personality traits, particularly his perseverance and sense of responsibility in achieving long-term goals. This scene demonstrates that financial success and status symbols are not merely personal ambitions, but rather part of his determination to keep promises to those he loves.

Some facets of Conscientiousness that stand out in this data include: Achievement Striving (seen in Barnum's 25 years of effort to build a life he deems worthy for Charity), Dutifulness (a moral awareness to fulfil promises he made as a young man), and Deliberation (making major decisions thoughtfully and thoughtfully, such as buying a house in Charity's desired neighbourhood). According to McCrae & Costa (2003), individuals who score high on this dimension typically set high standards for themselves and persist in achieving their goals. In the context of relationships, Barnum demonstrates that his hardworking and responsible character is not only for personal or career interests, but also to fulfil emotional expectations and promises in marriage.

### **3. Extraversion**

#### **Data 3**

Barnum :“That's good, but **I need it five times bigger. And I want it everywhere.** Carriages, sides of trains, trolleys, crates... milk bottles, everywhere they look. Barnum's American Museum.”

In data 3, Barnum orders that his museum's advertising be five times larger and distributed everywhere possible by saying “**I need it five times bigger. And I want it everywhere**”: on trains, trolleys, crates, even milk bottles. This statement not only demonstrates his desire to expand his public reach but also illustrates his ambition to saturate social spaces with the identity of “Barnum.” This action reflects the personality dimension of Extraversion, as Barnum demonstrates a strong drive to stand out, lead, and influence as many people as possible. He is not satisfied with ordinary advertising; he wants to create a grand impression that piques the curiosity of the wider public.

Several facets of Extraversion, in particular, appear particularly strong in this context. Assertiveness is evident in his direct, unhesitating, and instructive orders—he knows what he wants and voices it with authority. Excitement Seeking is reflected in his bombastic scale; he wants not just to be known, but to have every corner of the city radiate the image of "Barnum's American Museum"—reflecting a need for significant social stimulation. His high Activity Level is also reflected in his direct involvement in the promotional strategy; Barnum not only gives orders but also acts with energy and urgency. Finally, Positive Emotions emerge from his enthusiastic tone, as if he is confident that this grand strategy will bring great success. According to McCrae & Costa (2003), individuals with high Extraversion scores often appear as natural leaders, full of enthusiasm and able to inspire those around them—all of which is very evident in Barnum's actions in this scene.

#### **4. Agreeableness**

##### **Data 4**

Barnum : **"This is for you."**

Carlyle : What are you going to do?"

Barnum : **"Watching my girls grow up. The show must go on."**

In data 4, Barnum hands over responsibility for the show to Carlyle, saying, **"This is for you,"** and when asked what he will do next, he replies, **"Watching my girls grow up. The show must go on."** This moment marks a crucial turning point in Barnum's life, as he chooses to prioritize family over career and the public spotlight. His decision to give Carlyle space and withdraw from the spotlight is not simply a delegation of responsibility, but also an expression of sincerity and respect for those around him. This action reflects the Agreeableness personality, particularly in the context of harmonious relationships and selflessness.

Some facets of Agreeableness reflected in this scene include: Altruism (concern for others), seen in giving Carlyle the stage as a form of support and trust; Barnum does not compete, but rather provides opportunities. Modesty (humility) is demonstrated through his willingness to step back from the spotlight to focus on his family, without drama, without ego-providing. Tender-mindedness is also present in his decision to return home and watch his children grow up, an emotional choice

that prioritizes personal connections over public ambitions. According to McCrae & Costa (2003), individuals high in Agreeableness tend to be able to forgo ambitions in order to maintain healthy and loving social relationships. In this context, Barnum demonstrates himself as not only a big dreamer but also a father and companion who knows when to make room for others and when to return to what matters most.

### **5. Neuroticism:**

#### **Data 5**

Charity : “Look around you. They have everything.”  
Barnum : “You don’t understand.”  
Charity : “I do.”  
Barnum : “**No. You don’t understand! How could you? My father was treated like dirt. I was treated like dirt. My children will not be.**”

In data 5, Barnum comes into conflict with Charity, who reminds him that they already have everything they need. However, Barnum responds in a high-pitched and emotionally intense tone with angry face: “**You don’t understand... My father was treated like dirt. I was treated like dirt. My children will not be.**” This remark not only expresses past hurt but also demonstrates a disproportionate emotional response to the current situation. His reaction is filled with anger, fear, and anxiety that explodes defensively. This reflects the personality dimension of Neuroticism, in which individuals tend to experience emotional instability, sensitivity to stress, and difficulty controlling emotional impulses under social or interpersonal pressure.

Several facets of Neuroticism are reflected in this scene. First, Angry Hostility (anger and hostility) is evident in how Barnum impulsively raises his voice, even when speaking to his own wife. He is not listening, but instead lashes out emotionally. Second, Self-Consciousness (excessive self-awareness) is present in Barnum’s obsession with avoiding shame or social undervaluation of his family, something he inherited from childhood trauma. Third, vulnerability (susceptibility to stress) is seen in how the past remains so deeply imprinted that it disrupts emotional stability in the present. In McCrae & Costa's (2003) theory, individuals

with high neuroticism tend to experience intense and prolonged negative emotional responses to feelings of insecurity or psychological threats. In this case, Barnum demonstrates how fears rooted in past trauma can trigger emotional outbursts that impact relationships and decision-making in adulthood.

The following chart presents the percentage distribution of P.T. Barnum's personality traits, ranked from the highest to the lowest, based on the analysis of 31 accumulated data points.

**Table 3. P.T. Barnum Personality Percentage**

| No. | Personality             | Value | Percentage% |
|-----|-------------------------|-------|-------------|
| 1.  | Openness to Experiences | 8     | 25,81%      |
| 2.  | Conscientiousness       | 4     | 12,90%      |
| 3.  | Extraversion            | 10    | 32,26%      |
| 4.  | Agreeableness           | 4     | 12,90%      |
| 5.  | Neuroticism             | 5     | 16,13%      |
|     |                         | 31    | 100%        |

Table 3 explains the percentage of Barnum's personality from a total of 31 data points collected by the author. The most dominant personality dimension was Extraversion, with 10 items, or 32.26%. This reflects Barnum as an active, expressive figure who enjoyed performing in public and possessed a high level of enthusiasm for both social and professional challenges. This personality trait supported his image as a charismatic entertainer and stage master. The second most prominent dimension was Openness to Experience, with 8 items, or 25.81%. This indicates that Barnum was also creative, imaginative, and open to new ideas. This was reflected in his ability to create innovative, colourful shows that transcended conventional norms of his time. Meanwhile, the Neuroticism dimension, with 5 items (16.13%), indicated emotional instability that manifested itself in the form of anxiety, anger, and vulnerability to social pressure, particularly related to the past and the search for recognition. On the other hand, the Conscientiousness and Agreeableness dimensions each appeared in 4 data points (12.90%), indicating that although Barnum had a responsible and empathetic side, these two aspects were not as strong as his drive to perform or innovate. This distribution depicts Barnum as a complex figure: ambitious and charismatic, yet also vulnerable and emotional, with a dominant personality that was highly social-expressive and creative-experimental.

## **Dominant Personality Impact to Career and Marriage Life**

### **Extraversion**

#### **Data 6**

Carlyle : “And we have to pay Jenny?”

Barnum : “It was a large loan, okay”

Carlyle : “You're not gonna see a penny of profit until your 40th show.”

Barnum : “**41st actually.**”

In data 6, Barnum demonstrates his impulsive and confident decision to bring the famous European singer, Jenny Lind, to America at great expense. His quick and light-hearted response to Carlyle's concerns “**41st actually**” demonstrates high optimism, social courage, and sensation-seeking, which are key characteristics of Extraversion, particularly on the Assertiveness, Excitement-Seeking, and Positive Emotions facets. He is confident that this major decision will pay off and attract a wide audience. This action demonstrates how Extraversion played a significant role in expanding his career, creating new stage opportunities, and establishing his position as a spectacular entertainment figure unafraid to challenge the mainstream.

However, this decision also demonstrates the risky side of Extraversion in the context of marriage and family life. Barnum made a major decision with significant financial consequences without consulting his wife, Charity. This reflects a recurring pattern in his personality: a focus on public validation and external achievement, while often neglecting personal relationships and family considerations. This behaviour creates conflict in their marriage, as seen in subsequent scenes where Charity feels left out and their relationship begins to strain. According to McCrae & Costa's (2003) theory, Extraversion can propel someone to success in the public sphere, but if not accompanied by emotional awareness and interpersonal communication, it can lead to an imbalance in their personal lives. In this case, the Extraversion that made Barnum a star in the eyes of the world actually alienated him from those closest to him.

This article identifies Extraversion as the most dominant personality trait in P.T. Barnum's character in *The Greatest Showman*, with significant influence on both his career and personal relationships. This focus on how a single dominant trait affects multiple life dimensions distinguishes this research from earlier studies that analyzed characters with a more balanced or evenly distributed trait profile.

For example, Walida (2023) found that Hazel Grace in *The Fault in Our Stars* exhibited high levels of Openness and Neuroticism, primarily reflected in her introspective thoughts and emotional depth. However, unlike Hazel's inward struggle, Barnum's Extraversion drives him outward—toward risk-taking, persuasion, public recognition, and leadership. This contrast highlights how different dominant traits manifest in different social patterns. More importantly, while Walida's study centered on personal emotion, this research shows how Barnum's Extraversion produces tangible consequences, both productive (career growth) and problematic (marital strain). Nandita (2022) examined the contrast between Mary and Colin in *The Secret Garden*, focusing on how their personalities influence each other. In contrast, this study concentrates on one character and explores how Barnum's Extraversion shapes both his external world (success and fame) and his internal dynamics (emotional conflict, relationship tension). It provides a more integrated view of how a dominant personality trait can function as both a strength and a flaw depending on the context. Lastly, Bahri et al. (2024) studied various characters in *Harry Potter*, offering a broader scope but less depth per character. This study narrows in on Barnum and provides a layered personality analysis through a narrative and visual lens, aligning with McCrae & Costa's theory while also extending it into cinematic storytelling. Barnum's Extraversion is not just shown through dialogue—it is seen in his body language, tone, and decisions, making the trait visually and narratively evident.

## **CONCLUSION**

This study concludes that Extraversion is the most dominant personality trait of P.T. Barnum as portrayed in *The Greatest Showman* (Gracey, 2017), based on McCrae & Costa's Five-Factor Theory of Personality (2003). Through a descriptive

qualitative approach, the research finds that Barnum's extraverted nature—marked by assertiveness, enthusiasm, high social energy, and excitement-seeking—plays a central role in shaping both his public achievements and personal struggles. His confidence and need for attention help him achieve success as an entertainer and entrepreneur, but at the same time, these same traits create tension in his family life and emotional stability.

Unlike previous studies that generally mapped multiple traits or focused on internal reflection, this research narrows its analysis to one dominant trait and explores its dual effects in both professional and personal spheres. Barnum's personality is shown not only through dialogue, but also through actions, decisions, and visual storytelling, making his extraversion a living force throughout the film's narrative. This approach contributes a more dynamic and holistic understanding of character personality in film analysis by connecting psychological traits with narrative consequences.

Ultimately, this study offers a new perspective on how a single, dominant personality trait can serve as both a driver of success and a source of interpersonal conflict. It highlights the importance of balance between outward ambition and inner awareness, reminding us that personality, while powerful, must be accompanied by reflection and relational empathy to create a fulfilling life—on stage and beyond.

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