

## ABSTRACT

**Adiestya Cahya Kamila. 1215030005. Personification of the Lost Things to Voice Human Negligence in J. K. Rowling's *The Christmas Pig*.** An Undergraduate Thesis Draft. English Literature Department. Faculty Adab and Humanities. UIN Sunan Gunung Djati Bandung.

Supervisor I: Prof. Dr. H. Agus Salim Mansyur, M. Pd. Supervisor II: Pepen Priyawan, S.S., M. Hum.

The presence of things in the novel enriches the narrative, either as a dramatic element, a symbol of meaning, or a disguise for criticism. This study aims to analyze the personification found in the narrative of lost things and how they voice the narrative of human negligence in J. K. Rowling's *The Christmas Pig* (2021). Using an objective approach, this study focuses on the narrative of the text, specifically on the terms that indicate the human attributes given to things and their expressions that indicate the human behavior of things. To analyze how the personification of lost things conveys the human negligence, this study uses Joseph R. Dodson's theory of personification, Gerard Genette's Narrative Voice, Steven Sverdluk's theory of pure negligence and James B. Brady's theory of conscious negligence. The results show that the lost things are personified by being granted the ability to behave like humans, which is the most notable with the ability to speak. They are also endowed with the ability to cry, scream, jump, smell, and even discriminate. Additionally, they are also assigned the ability to feel emotions, such as sadness, disappointment, anger, and marginalization. Evenmore, things are portrayed as a mayor, having a neck, eyes, and legs. From these results, it is found that personification is used not only as ornamentation in the narrative, but also as a mask for the issues, which include the negligence of humans towards their things. From the narratives of the things analyzed, it is discovered that the loss is driven by human conscious action, whereas the indication of narratives that refer to conscious negligence is more prevalent than pure negligence.

**Keywords:** Personification, Things, Voice, Human Negligence.