

## HIERARCHY OF NEEDS OF THE CHARACTER MASH BURNEDEAD IN THE ANIME MASHLE: MAGIC AND MUSCLES

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**Abstract.** This research is about the Hierarchy of Needs of the character Mash Burnedead in the anime Mashle: Magic and Muscles using Abraham Maslow's theory. Mashle: Magic and Muscles is an animation adapted from the manga series by Hajime Komoto and was first released on April 8 2023 by studio A-1 Pictures. The purpose of this research is to describe the hierarchy of needs of the character Mash Burnedead. The data in this research are scenes and dialogue excerpts related to the research theme. The results of the analysis enable five stages of the hierarchy of needs of the character Mash Burnedead based on Abraham Maslow's humanistic psychology theory, namely: psychological needs, safety needs, love needs, self-esteem, and self-actualization.

**Keywords:** Hierarchy of needs, Abraham Maslow, Mash Burnedead

### RESEARCH BACKGROUND

Anime (アニメ) is an animated film made in Japan that is characterized by colorful images, characters in various situations, and storylines that are adapted to various audiences. The word anime is written in 3 katakana characters a, ni, me (アニメ) which is a loanword from the English "Animation" and is pronounced "Animeshon" and then shortened to anime. Until now, the term anime itself has been used to differentiate animation made in Japan from animation from other countries. Japanese anime has various genres such as drama, slice of life, fantasy, mecha, school life, and others. (Noorashani,2020)

One anime that is currently in great demand by Indonesian people is Mashle: Magic and Muscle. Mashle: Magic and Muscles is an animation adapted from the manga series by Hajime Komoto and was first released on April 8 2023 by studio A-1 Pictures. Mashle: Magic and Muscle tells the story of a magical world where someone is easily recognized as having magical abilities through the distinctive marks on their face. Those incapable of practicing magic were immediately exterminated to maintain magical integrity in society. However, deep in the woods there is a reclusive boy with superpowers but no magical abilities, living a quiet life with his father, far from society.

Mash's peace is soon disrupted when the authorities discover his lack of magical powers. They give him an ultimatum that Mash must compete to become a "Holy Visionary", which will force everyone to accept him or be persecuted forever. To protect his family, he enrolls in the prestigious Easton Magic Academy, which only the most elite and talented students are allowed to attend. Now, Mash must overcome his shortcomings as a creature without magic and outperform the other students—relying only on his muscles.

Mash's personality, which does not have magic but still struggles in a world that uses magic, makes the author interested in researching the hierarchy of needs in Mash's character using Abraham Maslow's Hierarchy of Needs theory. This research aims to describe the hierarchy of needs of the character Mash Burnedead using Abraham Maslow's theory.

## **REVIEW OF RELATED LITERATURE**

Maslow in Alwisol (2018) developed a theory of human motivation, where various human needs are arranged in a hierarchical or tiered form. Each new level of need can be met if the previous level has been relatively fulfilled. So according to Maslow, fulfilling human needs starts from basic level needs, then moves to a higher level if the previous level needs have been fulfilled adequately.

According to Maslow in Alwisol (2018), the level of motivation is binding, meaning that needs at a low level must be relatively satisfied first before people are aware of or motivated by needs at a higher level. So, physiological needs must be met first before the need for security arises. After the physiological and safety needs are met, the need for affection and so on will emerge. Basic needs must be satisfied first and then meta needs (self-actualization) emerge.

Separation of levels of needs does not mean that each need works exclusively, but rather that the needs work overlapping so that a person at one time can be motivated by two or more needs at once. No person has their basic needs met 100%. According to Maslow, the average person can fulfill up to 85% of physiological needs, 70% of safety needs, 50% of the need to be loved and loved, 40% of self-esteem, and only 10% of self-actualization. So according to Maslow, fulfilling human needs is simultaneous, not exclusively tiered (Maslow in Alwisol (2018)).

## **PSYCHOLOGICAL NEEDS**

According to Maslow in Alwisol (2018), fulfilling psychological needs is the most basic and important level of need to be fulfilled. These needs are closely related to primary needs such as the need to eat, drink, breathe oxygen, shelter, sexual needs and rest. Physiological needs such as eating, drinking, sleeping and breathing are very basic for humans. In extreme conditions when these physiological needs are not met, for example hunger or severe thirst, all other needs become unimportant. At that time, a person will focus all their attention, energy and abilities only on meeting these urgent physiological needs.

## **SAFETY NEEDS**

After physiological needs such as eating, drinking and resting are adequately met, the need for security, stability, protection, legal structure, order, boundaries and freedom from fear or anxiety arises. Both physiological needs and the need for safety are needs to maintain survival. However, physiological needs are more for short-term survival, while safety needs are for long-term survival. This need encourages a person to find calm and order in their living environment. (Maslow in Alwisol, 2018)

## **LOVE NEEDS**

According to Maslow in Alwisol (2018), after physiological and relative safety needs are fulfilled, the need to belong to a social group and be loved becomes the dominant goal. A person becomes very sensitive to loneliness, isolation, environmental rejection, loss of friends, or loss of love. This need to belong or be part of a group remains important throughout life. There are two types of love in adults, namely love because of lack (Deficiency Love) and love because of existence (Being Love). Love because of a lack (D-Love) is when someone loves something because they don't have it, such as self-esteem, sex, or someone who makes them feel less alone. Meanwhile, Being Love (B-Love) is based on assessing someone as they are, without wanting to change or use them. This type of love does not intend to possess, does not influence, and mainly aims to give the other person a positive

image of himself, self-acceptance, and a feeling of being loved, which opens up the person's opportunity to develop.

### **SELF-ESTEEM**

According to Maslow in Alwisol (2018), when the need to belong and be loved is relatively fulfilled, the strength of motivation weakens and is replaced by motivation to fulfill self-esteem. There are two types of self-esteem :

1. Self-respect: includes the need for strength, mastery, competence, achievement, self-confidence, independence and freedom. People need to understand themselves that they are valuable and capable of mastering life's tasks and challenges.
2. Getting respect from others: includes the need for prestige, respect from others, status, fame, dominance, being important, honor, being accepted and appreciated. People need to understand that they are well-known and valued well by others.

### **SELF-ACTUALIZATION**

In the end, after all basic needs are fulfilled, the need for self-actualization often called meta needs arises, namely the need to become what a person can become by utilizing all the talents, abilities and potential he has to the fullest. Self-actualization is the desire to achieve personal satisfaction (self-fulfillment), to realize one's full potential, to become whatever one is capable of, and to be creative and free in reaching the peak of achievement of one's potential. (Maslow in Alwisol (2018)).

Some previous research regarding Abraham Maslow's Hierarchy of Needs theory was conducted by Yuliantarini et al., in 2021 from Mahasaraswati University Denpasar with the title Hierarchy of Needs of the Main Character Kousei Arima in the Anime Shigatsu Wa Kimi No Uso Humanistic Psychology Study. This research focuses on the main character, namely Arima Kousei. The results of this research are that Shou's character fulfills Abraham Maslow's five hierarchies of needs.

Apart from that, research conducted by Novita Putri and Juariah in 2018 at Dharma Persada University entitled Analysis of the Characters Tsukimi and Kuranosuke in the Drama Kuragehime Reviewed through Abraham Maslow's Hierarchy of Needs Theory. The results obtained show that before the meeting, both Tsukimi and Kuranosuke were unable to fulfill certain needs in their lives. Tsukimi cannot fulfill the need for self-esteem, while Kuranosuke cannot fulfill the need to belong and be loved. However, after getting to know each other, they can finally fulfill their entire hierarchy of needs and actualize themselves with their potential. Tsukimi's form of self-actualization is by rejecting Shu's proposal and deciding to continue developing the Jellyfish fashion brand with other Amamizukan residents without waiting for Kuranosuke. Meanwhile, Kuranosuke decides to study fashion abroad so he can develop their fashion brand, Jelly Fish.

Research conducted by Apriliani, Sri Oemiati and Pipiet Furisari in 2023 with the title Hierarchy of Needs for the Character Sou Sakura in Abraham Maslow's Psychoanalytic Silent Drama. The results of this research are that Shou's character fulfills Abraham Maslow's five hierarchies of needs. Based on the results of the research, it can be concluded that the character Sou Sakura in the drama "Silent" has fulfilled the entire hierarchy of needs according to Abraham Maslow. His physiological needs are met through eating and drinking which he often does with Aoba Tsumugi. His need for security was fulfilled after getting to know Nana, a fellow deaf friend. The need for belonging and love is fulfilled through the affection of his girlfriend Aoba Tsumugi, his sister Moe, and his friend Minato Togawa.

The need for self-esteem is fulfilled by appreciation for his prowess in playing football, his confidence in delivering a speech in high school, and his independence in life in Tokyo. The need for self-actualization is fulfilled when Sou tries to develop his potential in playing football.

The difference from the research above is that it uses a different data source, namely a data source in the form of the latest anime. Apart from that, no researchers have used the anime Mashle: Magic and Muscles as data in research.

## RESEARCH METHOD

The method used in this research is a descriptive qualitative method. According to Semi in (Apriliani and Oemiati, 2022), qualitative research is carried out without prioritizing numbers, but rather using a depth of appreciation for the interactions between concepts that are being studied empirically. According to (Fadli, 2021), qualitative research involves the researcher directly so that he can understand the context, situation and natural setting of the phenomenon being researched. Each phenomenon is unique and different from each other due to differences in context. Qualitative research aims to understand conditions in a particular context by describing in detail and in depth a portrait of the actual conditions in the field as they are.

## RESULTS AND DISCUSSION

The results of the analysis of the Hierarchy of Needs for the character Mash Burnedead in the anime Mashle: Magic and Muscle show that based on Abraham Maslow's humanistic psychology theory, it includes fulfilling psychological needs, a sense of security, a sense of belonging and love, self-esteem, and self-actualization.

### PSYCHOLOGICAL NEEDS



**Figure 1** Mash is drinking tea with his father  
[Episode 1 (04.08 – 04.09)]



**Figure 2** Mash is eating eclairs  
[Episode 1 (07.59 – 08.01)]



**Figure 3** Mash is eating eclairs  
[Episode 3 (07.33 – 07.36)]

In figure 1 it is shown that Mash Burnedead is drinking tea with his father after he came home from training and in figures 2 and 3 it shows Mash Burnedead eating eclairs which is his favorite cake.

Based on this data, it shows that there is fulfillment of basic needs in the hierarchy of needs, namely eating and drinking. This is proven by the scene where Mash Burnedead eats eclairs and drinks tea, thereby meeting the body's energy needs. These needs are closely related to primary needs such as the need to eat, drink, breathe oxygen, shelter, sexual needs and rest.

## SAFETY NEEDS



**Figure 4.** Mash hits the opponent [Episode 2 (09.44 – 09.45)]

Figure 4 shows a scene where Mash Burnedead is fighting a Spinx monster to save a friend during the academy entrance exam.

This scene shows that Mash Burnedead fulfills the need for security with a form of protection because Mash Burnedead is determined to create calm and tranquility in the surrounding environment. It was through Mash Burnedead's attitude of protecting his partner when he was being attacked by the Spinx monster that Mash Burnedead and his partner were able to get out of the maze and pass the academy entrance exam. So this attitude is categorized as a need for security because of the desire to maintain survival for Mash Burnedead and his colleagues.



**Figure 5.** Mash is talking with Finn Ames [Episode 3 (10:02-10:04)]

“でもほんによかったよ。君みたいないい人ともだちなりて”

“Demo honto ni yokatta yo. Kimi mitai na ii hito to tomodachi narite”

“But it's true. I'm grateful to be friends with a good person like you”

Figure 5 shows a scene where Mash Burnedead is chatting with Finn Ames. Mash thanks Finn for lending Mash a book when Mash's book broke. In this scene, it is also shown that Mash is grateful to have a very good friend like Finn Ames.

Mash Burnedead's attitude in figure 5 shows the fulfillment of security needs in the form of peace in Mash Burnedead's life because he has good friends like Finn Ames at the magic academy. What underlies this scene including the need for security is Mash Burnedead's words about his gratitude for having a friend like Finn Ames. With friends, Mash Burnedead feels at peace because he can share his feelings with Finn Ames, whom Mash Burnedead considers a friend.



**Figure 6.** Mash had an interview with the principal of the magic academy. [Episode 2 (15.00-15.05)]

- Kepala Sekolah : “なぜは学院の選んだのかをきく”  
*“Naze ha gakuin no eranda no ka wo kiku”*  
*“Why did you choose this academy?”*
- Mash Burnedead : “平和にくらすためです”  
*“Heiwa ni kurasu tame desu”*  
*“Because I want to live in peace”*

Figure 6 shows that Mash Burnedead is interviewing the principal of the magic academy. Mash Burnedead was interviewed because Mash Burnedead was found to not have magic and was deemed to have violated academy and state regulations.

Mash Burnedead's answer when asked why he chose the academy was because he wanted to live in peace, indicating that he fulfills the need for security, namely a person's need to obtain calm and order in their living environment. So this is what makes the author categorize the scene as the need for security because of Mash Burnedead's strong desire to maintain her life with her father.

## LOVE NEEDS

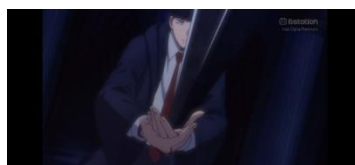


**Figure 7.** Mash agrees to a deal with the head of the magical police force. [Episode 1 (21:35-21:38)]

- “それにまたじちゃんと平和に暮らす大事”  
*“Sore ini mata jichan to heiwa ini kurasu daiji”*  
*“Besides that, I also want to live in peace with you”*

Figure 7 shows Mash Burnedead accepting an offer from the police chief to enter a magic academy and be guaranteed a peaceful life with his father.

Mash Burnedead's attitude in this scene shows that Mash Burnedead fulfills the need for belonging and love, namely by willingly entering a magic academy to live peacefully with his father even though he has no magic at all. Not having magic is a challenge in itself for Mash Burnedead to be able to enter a magic school, but Mash Burnedead still does it to live in peace and harmony with his father. This attitude fulfills the need for Being Love (B-Love) type of love. The author categorizes Mash Burnedead's attitude into B-Love needs because of Mash Burnedead's sincere feelings for his father and his willingness to sacrifice himself for his father.



**Figure 8.** Mash was holding back from a weapon. [Episode 2 (17.02 – 17.03)]

Figure 8 shows Mash Burnedead holding back a magic weapon belonging to the school principal, where the weapon can kill or hurt someone loved by the opponent if it hits a doll underneath.

Figure 8 is categorized as fulfilling the need for love and belonging because of Mash Burnedead's attitude of being willing to injure his hand in order to protect his father from the principal's magic. Mash Burnedead's attitude in this scene falls into B-Love love because it is love without the desire to change or use it. Without thinking, Mash Burnedead stopped the principal's magic so he could protect his father from magic, even though Mash Burnedead didn't have magic.



**Figure 9.** Mash succeeded in saving his friends. [Episode 4 (21.47 – 21.48)]

“たいめにいて、私と結婚してください”  
“*Taime ni ite, watashi to kekkon shite kudasai*”  
“*Please stay and marry me*”

Figure 9 shows that Lemon Irvine, a girl with blonde hair, was very happy when she was rescued by Mash Burnedead and asked Mash Burnedead to marry Lemon Irvine.

Lemon Irvine's attitude in asking Mash Burnedead to marry him after he had just been rescued by Mash Burnedead is included in Deficiency Love (D-Love) because Lemon Irvine's statement makes Mash Burnedead feel that he is not alone so that Mash Burnedead fulfills the need for love from other people.

## SELF-ESTEEM



**Figure 10.** Mash accepts a deal with the head of the magical police force.  
[Episode 1 (21.30 – 21.32)]

“大丈夫だよじいちゃん。きもちがにっぱい強いから”  
“*Daijyoubu dayo Jiichan. Kimochi ga nippai tsuyoi kara*”  
“*Don't worry, dad. My willpower is twice as strong as anyone else's*”

The scene tells of Mash Burnedead accepting a challenge from the head of the magical police to enter the magic academy and become a Holy Visionary, but his father refuses and is worried about Mash Burnedead. Mash Burnedead confidently answered that Mash Burnedead could pass the test and achieve the title of Holy Visionary.

Mash Burnedead's self-confidence is what makes the author categorize it into a hierarchy of basic needs in the form of self-esteem - self-respect. Even though he has no talent for magic, Mash

Burnedead is very confident in his abilities to pass the Magic Academy entrance exam and obtain the title of Holy Visionary.



**Figure 11.** Mash gets recognition from the principal. [Episode 2 (17.49 – 17.51)]

“そしてわしの見たによると、君と言う人間は喪失をもっているものだ”

“Soshite, washi no mita ni yoru to, kimi to iu ningen wa soushitsu wo motteriru mono da”  
 “Lalu, dari apa yang kulihat kau adalah orang yang memenuhi kualifikasi tersebut”

The scene tells the story of the principal explaining how the principal views people who deserve to have power.

The author categorizes this scene into a hierarchy of self-confidence needs because it is supported by the attitude of the school principal who says that Mash Burnedead is a person who meets the qualifications to be a person worthy of having power. Figure 11 is included in the hierarchy of self-confidence needs – getting respect from others.



**Figure 12.** Mash's boarding team wins the match. [Episode 4 (07.45 – 07.46)]

Figure 12 shows that the Mash Burnedead team won the inter-house duel match. This victory was published in the school newspaper and highlighted Mash Burnedead, where Mash Burnedead became MVP in the match.

The spotlight on Mash Burnedead in the school newspaper indicates that Mash Burnedead's abilities are recognized by many people. By recognizing Mash Burnedead's strengths with his colleagues, researchers categorized Mash Burnedead's self-confidence needs as being met. Figure 12 is included in the hierarchy of self-confidence needs – getting respect from others.

### SELF-ACTUALIZATION



**Figure 14.** Mash fights with Rayne Ames [Episode 6 (17.50 – 17.53)]



**Figure 15.** Mash succeeded in defeating Abel Walker [Episode 11 (16.41 – 16.42)]



Figures 14 and 15 show how Mash Burnedead fought with all his might to save his friends who were being held captive.

Based on this scene, shows that Mash Burnedead fulfills the need for self-actualization. This is proven by the very fierce battle carried out by Mash Burnedead. Even though he was pressed, Mash did not give up and continued to fight. This is the basic basis for fulfilling a person's Self-Actualization needs by making maximum use of all the talents, abilities and potential he has. Mash Burnedead was able to surpass his abilities and exert his strength so that he succeeded in defeating the enemy. Mash Burnedead also realizes that Mash Burnedead is capable of being whatever he is capable of, as well as being creative and free in reaching the peak of achievement of the potential that Mash Burnedead has within himself.

## CONCLUSION

After analyzing the hierarchy of needs of the character Mash Burnedead in the anime *Mashle: Magic and Muscle*, the author concludes that Mash Burnedead has fulfilled Abraham Maslow's five hierarchies, namely physiological needs in the form of eating and drinking. Mash Burnedead drinks tea with his father and often eats eclairs.

The need for security was created by Mash Burnedead himself to create a peaceful environment and was obtained from the surrounding environment, namely Mash Burnedead has good friends like Finn Ames.

The needs for affection that are fulfilled are Being Love (B-love) and Deficiency Love (D-Love). B-Love was obtained from Mash Burnedead's affection for his father and D-Lover was obtained from Lemon Irvine.

The need for self-confidence comes from within Mash Burnedead himself and gets recognition from the surrounding environment, from the principal, friends to seniors.

The final need is self-actualization. Mash Burnedead achieved self-actualization as evidenced by Mash Burnedead fighting as hard as he could for his friends and maximizing his potential.

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