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#### **ARTICIF**

# Literary Magic in "The BFG": Crafting a Timeless Tale of Children Literature

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#### **ABSTRACT ENGLISH:**

The purpose of this study is to investigate the literary strategies that Roald Dahl utilized in his novel "The BFG" in order to create a piece of children's literature. The study focuses on the novel's innovative use of language, character development, and thematic elements in order to gain an understanding of how these elements contribute to the novel's enduring appeal. The existing data for analysis is derived directly from a tangible interaction with the text, which ensures that the analysis is accurate to the material that was initially being analysed. When it comes to expanding the scope of analysis, scholarly articles, critical books, and findings from previous research, are also very significant. Furthermore, the research investigates the influence that "The Big Friendly Giant" has had on children's literature, focusing on the educational contributions it has made and the impact it has had on subsequent works. The purpose of this study is to produce a comprehensive understanding of Roald Dahl's narrative strategies and the significance of those strategies within the context of children's literature.

#### **ABSTRACT INDONESIAN:**

Tujuan dari penelitian ini adalah untuk menyelidiki strategi sastra yang digunakan Roald Dahl dalam novelnya "The BFG" untuk menciptakan sebuah karya sastra anak. Penelitian ini berfokus pada penggunaan bahasa, pengembangan karakter, dan elemen tematik yang inovatif dalam novel tersebut untuk mendapatkan pemahaman tentang bagaimana elemen-elemen tersebut berkontribusi pada daya tarik novel yang bertahan lama. Data yang ada untuk analisis diperoleh langsung dari interaksi nyata dengan teks, yang memastikan bahwa analisis tersebut akurat terhadap materi yang pada awalnya dianalisis. Dalam hal memperluas cakupan analisis, artikel-artikel ilmiah, buku-buku kritis, dan temuan-temuan dari penelitian sebelumnya, juga sangat signifikan. Selain itu, penelitian ini juga menyelidiki pengaruh "The Big Friendly Giant" terhadap literatur anak-anak, dengan fokus pada kontribusi pendidikan yang diberikan dan dampaknya terhadap karya-karya berikutnya. Tujuan dari penelitian ini adalah untuk menghasilkan pemahaman yang komprehensif mengenai strategi naratif Roald Dahl dan pentingnya strategi tersebut dalam konteks literatur anak-anak.

#### Introduction

"Only a true giant would be so big of heart as to serve only the best gourmet goodies! Roald Dahl's "The BFG" (1982) mixes fantasy and fun with imaginative storytelling and rich use of language; it is a staple in children's literature. The story of a young orphan girl named Sophie and her adventures with the "Big Friendly Giant" (also known as the BFG) is iconic in its humor, fantasy, and moral lessons. By allowing readers to slip into a magical realm teeming with whimsy, and interconnecting intricate themes like courage, camaraderie, and the struggle between right and wrong, Dahl has secured "The BFG" as one of the best children's books of all time.

In literary studies, "The BFG" can be seen in great analysis of it as a text of stylistic innovation and a unique kind, with profound effect on its recipients and the children's literature genre (Tanto, 2020; Shamina, 2017). By creating a word like "Gobblefunk", a playful and inventive name for the language the novel contains, Dahl captures the childlike spirit of imagination and creativity that resonates with young readers (Zorgati, 2021). This linguistic creativity is not just a stylistic decision, but a crucial element that adds to the magical ambience of the novel and further engages the reader within the story. The playful use of neologisms and syntax invites exploration of the limits of language, fostering a sense of linguistic curiosity, and creativity. One of the areas that deserves close scrutiny is character development in "The BFG." Sophie evolves from a meek orphan into a brave heroine, an arc that illustrates empowerment and resilience (Marrison, & Morris, 2019).

Further, with his gentle nature and moral compass, the BFG stands in sharp contrast to the other giants, who represent nothing more than brute force and senseless bloodshed. Through these two face each other, the novel attempts to examine frequently in a nuanced way both morality and justice and what it means to be 'strong' versus what it means to be 'good' (Hoffman, 2010). While the BFG is often depicted as a whimsical and fantastical figure in Dahl's story, his dynamic with Sophie reveals a nuanced relationship that reflects the wider themes of the book, particularly his role as a moral compass, emphasizing empathy, cooperation and moral courage.

But the thematic richness of "The BFG" reaches far beyond its characters and its language (Marrison, & Morris, 2019). Central themes like friendship, bravery, and moral integrity makes it very wholesome and education while being an entertaining novel (Prameswari Kieni, 2023). With its emphasis on dreams, a recurring theme throughout the story, it also celebrates the power of imagination — the idea that dreams can inspire actions in the real world. These themes, alongside the novel's examination of social and institutional authority, prompts readers to reflect on the authority in their own lives and the power they wield within the world. This theme encourages readers to question canonical realities and dare to inhabit more compassionate and imaginative landscapes. "The BFG" has shaped children's literature as a genre.

Its innovative narrative strategies and thematic complexity have inspired generations of writers and teachers, redefining what children's books can do. Its use in classrooms globally as both a text for teaching significant life lessons and a story to engage readers further testify to the didactic nature of the novel. "The BFG" is also a legacy in the literary and educational worlds, which is indicative of its continuing relevance and popularity (Prameswari Kieni, 2023; Erlidawati & Rahmah, 2022).

As the paper embodied the various elements of timelessness in the story, it seeks to break down the different factors that help the novel retain its timelessness in academia, Dahls methods of language, characterization and theming will be the main focal points of the work. through an analysis of these factors, the study aims at gaining a holistic insight into Dahl's narrative methods and their importance considering children's writing. In addition, the study examines how "The BFG" has influenced modern children's literature and helped inspire a love for reading within younger demographics. In doing so, it serves the wider field of literary studies by providing a close reading of one of Roald Dahl's staple writings. Furthermore, it looks at how "The BFG" remains relevant more than three decades after its debut and how Dahl's storytelling methods have influenced future generations of authors. This study seeks to illuminate the lasting magic of "The BFG" through a qualitative analysis of primary and secondary sources, and illuminate its place in the pantheon of children's literature.

# Method

Using a critical review method, this research analysis investigates the literary richness of The BFG in a qualitative context (Barnett-Page & Thomas, 2009). The study aims to reveal the multilayered signification at play through the in-depth examination of the novel. The existing data for analysis comes directly from a tangible interaction with text, keeping the analysis accurate to the original material. Secondary sources, including scholarly articles, critical books, and previous studies, are also crucial in broadening the breadth of knowledge. Through this methodological framework, the paper proceeds to examine the novel, offering a comprehensive and holistic analysis of its themes, structure and intertextuality, supported with critical theoretical frame work from leading literary critics.

This research further solidifies the analytical foundation by incorporating significant frameworks and perspectives from Prameswari Kieni (2023) and Marrison & Morris (2019). Such sounds experience provides beneficial theoretical and critical ways to composing the complexities of The BFG theme[at]ic and whimpering narratives.

This study investigates the thematic characteristics, narrative strategies, and comparative literature impact of Roald Dahl's the BFG through qualitative analysis of the data collected. Friendship, courage, and the power of imagination stand out as some of the key themes that emerge in the story (Hayward et al., 2012). In addition, the research analyses the unique narrative techniques utilized by the writer, such as the integration of playful diction, descriptive imagery, and emotional charge. Further, the analysis also investigates the way these elements help maintain the novel's broad appeal and its ability to mesmerize not only its intended young audience but also academic audiences. The aim of the research is to develop this process more fully so that it further informs an understanding of The BFG as a work of literature and cultural significance.

# **Result and Discussion**

# Language Use and innovation

One of the many aspects of "The BFG" that adds to the magic of this novel is the use of "Gobblefunk," the whimsical and intricate language that Dahl invents in the story. Such While this playful use of language entertains and challenges young readers, 2024 those thinking outside the box of linguistic norms is also encouraged. "Gobblefunk" is another characteristic of the charm of the novel and adds to children's playfulness. The BFG's invented language. including words such as "scrumdiddlyumptious" and "whizzpopping," promotes reader engagement and inspires linguistic creativity, encouraging a love of imaginative language use (Dahl, 2024).

In addition, Dahl's inventive neologisms and playful syntax contribute to a distinct linguistic landscape that reflects the fantastical elements of the narrative. All of which not only engage the reader imagination but also allow Dahl to explain otherwise complex ideas in a way you can have your brain around. The giants, with all their physical attributes and specific language, serve as the additional fantasy to the novel, as Kalsum (2019) reveals. The story of "The BFG": A deconstructive analysis The BFG story deconstruction. The language itself, and, in particular, the creation of 'Gobblefunk', a whimsical, playful lexicon of the world of the Big Friendly Giant is one of the most distinctive features of the text. This verbal inventiveness is a huge draw for young readers and a signature part of Dahl's narrative style.

He coined the language of 'Gobblefunk' — a whimsical universe of silly words, made-up words, and imaginative paronomasias that is engaging in content and cognitive and linguistic processes. For instance, scrumdidlyumptious, frobscottle — those words just sound good and mean something immediately in your mind, and we need more of that in our language the way we used to (Woodward, 2022). In this sense, language that is playful like this informs children's creativity in using language because they come to understand that words do not have to remain as static vehicles of literal meaning. The value of 'Gobblefunk' stretches far beyond entertainment. Through their engagement with—and unscrambling of these imaginative words, children practice valuable language skills, including phonological awareness, vocabulary growth, and syntactic knowledge. As supported by Sinar (2018), instilling metalinguistic awareness with interesting, approachable stories like "The BFG" can have a dramatic impact on reading comprehension and general language use in young learners.

In addition to that, these language innovations in "The BFG," from Dahl's pen, leverage linguistics at a deeper level. Additionally, the BFG's distinctive dialect and speech patterns further helps to establish his character as an outsider; as unlike humans as he is other giants. But this distinction makes clear his kindness and gentle nature, in stark contrast with the brutal crude language of the other giants. This is further emphasized by the BFG's speech, which is not only fun to read but makes the character more complex and the language and the way the character speaks becomes a huge part of who he is.

Furthermore, the whimsical bending of language in "The BFG" is appropriate to the cognitive and developmental levels of its target audience. Marrison and Morris (2019) contend that a myriad of fantastical and amusing language can spur on a passion for reading and literature by making the act itself more fun, slow, and imaginative. The more playful style with which vocabulary is presented can also demystify the process, stripping away the intimidation that can come with learning new words; this helps to promote language acquisition in a more liberating and playful manner (Koskinen, 1999).

Moreover, translators face a challenge when translating 'Gobblefunk' into other languages, as stated by Fuadah (2015). Translators grapple with how to preserve the fantastical nature of Dahl's neologisms, while also making them comprehensible and enticing in other languages. Dahl's work which provides global opportunities for Naughty Children everywhere, but also the commonality and opportunity that light-hearted language provides to children all over the world.

This paper concluded that the language of "The BFG" that is completely unique which is developed by Dahl himself was used masterfully so that songs and characters were put to words which would seem crazy if someone else did but to children, they would make completely sense. The creative words and fun dialects are not just for show, but help flesh out the story, flesh out character development, and enhance their learning experience. This playful approach to language is a major reason why "The BFG" has remained a classic, appealing to new generations of readers and introducing them to the pleasures of words.

#### Character Development

Sophie's transformation from a shaky little girl to a strong heroine is a motif of empowerment and resilience. Sophie's journey from passivity to activism highlights the potential of individual agency in the shadow of great evil. According to Marrison and Morris (2019), Sophie's growth is indicative of the ability for empowerment through courage and action. The gentle and kind BFG is also a moral character who embodies these themes: he is in sharp contrast to the other giants, as they tend to be cruel and despicable, thus reinforcing themes of goodness and justice.

Sophie and the BFG's relationship reflect the power of teamwork and support, allowing them to conquer major obstacles. Sophie and the BFG's evolving friendship, including their mutual efforts to stop the man-eating giants, underscore the resilience of friendship, teamwork, and the value of doing the right thing. This intimate connection is a microcosm for wider society relations, showing trust, cooperation and mutual respect. Dahl's message is that we should embrace who we are, be courageous, and stand up against evil; it is through these characters that he illustrates this narrative.

The second giant is the evil counterpart of the BFG Whereas the other giants stand for brawn and blind baseless brutality, the BFG is proof of the existence of wisdom, kindness, and moral purpose. This dichotomy is critical to the reinforcement of the moral lessons of the novel. Giants in folklore are mostly characterized as simple, brutish creatures, but the BFG

offers an alternative, beautifully characterized as "unique" in personality, strength, and even kindness, as his interactions with Sophie demonstrate.

Second, the layers of character development – especially for Sophie and the BFG himself – give the story a level of depth that transcends on its own age range. It is by virtue of Sophie's courage and curiosity and the BFG's gentle nature and wisdom that the two characters form a dynamic duo, propelling the narrative. Further, characters in "The BFG" include enough fantastical elements to entice youth minds, as well as human morality. Sophie's character is carefully designed to be relatable, as well as aspirational, for young readers. Perhaps the most beautiful quality demonstrated by these children is how much they look up to her, her resilience as she faces her fears, her unabashed curiosity. Sophie learns skills in empathy, resilience, and fighting for her values as she interacts with the BFG and goes on adventures with him (Marrison & Morris, 2019).

But the BFG is the opposite of the stock giant. His kind nature, along with his funny language, makes him a far cry from the other giants, who are described as menacing and brutish. The BFG actually has some unique characteristics that emphasize the theme of individuality and acceptance. His bond with Sophie also highlights the unlikely friendships theme, emphasizing how understanding and compassion can help bridge differences. The character of the BFG subverts the traditional ideas of masculinity and strength as what typically characterizes a hero, and rather presents a more complex and sympathetic representation of heroism.

#### **Themes**

In "The BFG," there are many themes that resonate deeply with children as well as adults. Friendship, courage, and moral fortitude loom large. Sophie and the BFG's relationship is one of solidarity, showing the potential for unimaginable strength in standing against evil. According to Prameswari Kieni (2023), these themes serve as important vehicles for teaching young readers valuable life lessons. The motif of dreams is especially important, adding to a novel where the celebration of imagination is emphasized and the idea that there is potential behind dreams to be realized in the world.

The issue of justice is also clear through the subsequent capture and imprisonment of the giants, which as a result symbolizes the victory of good over evil. Their unvielding demand to account for that sin and the world will pay its righteous penalty cements the moral edifice of the narrative that transcends their specific outcome. Moreover, the book satirizes the norms of society and challenges authority, mainly through the BFG's encounters with the human world (Mallan, 1993). Dahl challenges us to step back between the strictures and the realities, showing us that the "rules" do not always accomplish their intended goals and we need to honor our down-to-Earth understanding of the world in between.

Moreover, the book tackles issues of acceptance and tolerance through the relationship that develops between the characters of Sophie and the BFG. This theme is also essential for instilling the mindset of inclusion to young readers. The narrative architecture and the relationships developed between characters in "The BFG" emphasize the significance

of embracing diversity and understanding. The novel also explores the nature and abuse of power. The novel also addresses the concept of power and its abuse.

The theme of the predatory behavior exhibited by the giants and the BFG's position as a protective figure is certain to resonate with children of all ages. The story serves as a reminder that power must be wielded responsibly and that ethics must always have a seat at the leadership table; a lesson that is especially relevant in contemporary socio-political context.

The thematic richness of the novel, with topics such as friendship, bravery, and good versus evil, makes it even more educational. With the themes interwoven throughout the story, children are able to learn important life lessons along the way. The power of a novel in educational context is in its ability to balance fantasy and real-world lesson (Prameswari Kieni, 2023). The BFG focuses heavily on friendship, from the relationship with Sophie and the BFG. Do you feel they are a match for each other or do their differences make them strong? This emotional arc lands particularly for kids in the audience, who are developing, through their own relationships with friends, the skills to connect with others. It teaches that great friends set an example for one another as they encourage each other through their own journeys while teaching invaluable lessons regarding respect, sympathy, trust, and integrity.

Another prevalent theme in the novel is Bravery. The BFG and Sophie are both brave in the face of adversity. There is much bravery all around the story in the form of Sophie and the BFG — Sophie's determination to prevent the other giants from eating the humans, and BFG's courage to defy others of his kind and help Sophie. Such stories inspire readers to rise for their beliefs and to boldly confront their fears. The victory of good over evil is an eternal theme that resonates all over the story. At the end of the story the evil giants are captured and peace returns to the world, cementing the notion that good will always triumph over evil. It offers a positive message for young readers, affirming values and ethics for a hopeful future.

# Impact on Children's Literature

"The BFG" has also had a substantial impact on modern children's literature, inspiring future authors with its mesmerizing storytelling and reinforced moral narratives. The otherworldly significance of "The BFG" reaches well beyond its narrative. It has established new benchmarks for creativity and thematic complexity within the genre. Dahl's refusal to abide by expected tropes has paved the way for other authors to experiment with more fantastical and varied narrative styles. That influence can be seen in the work of contemporary children's authors who still borrow from Dahl's irreverent style and brave themes. Furthermore, Sinar (2018) notes that Dahl's work cultivates both metalinguistic awareness and creativity in young readers. This is a valuable tool in literary education because the book not only teaches some important life lessons, but it also entertains readers along the way (Erlidawati & Rahmah, 2022). Dahl's ingenuity as a wordsmith and architect of narrative has established a standard for children's literature that has prompted generation upon generation of new authors to push similar boundaries.

Furthermore, the importance of the novel prevails outside of literature, creating adaptations in film and theater. These new adaptations all maintain the essential narrative of Dahl's story, helping "The BFG" reach and affect new generations of audiences. The Success of "The BFG". There is something to be said about the power of well-written and well-told fantasy and how that can transcend the barriers of generations and directly relay messages that make an impact while still maintaining the purity of timeless and well-told stories. The impact of pedagogy associated with "The BFG" can be seen in the context of how it is employed within educational settings to illustrate concepts of ethics, critical thought, and creativity. Teachers are using the novel to prompt conversations with students about moral choice, courage and the might of the imagination.

Moreover, the role of the novel in the acquisition of unfamiliar languages and the deepening of literacy is profound. According to Fuadah (2015), "The BFG" is a great opportunity source to improve the students' vocabulary and use the English language creatively, thus contributing to the teachers that teach the new words. Dahl's use of novel language and inventive narrative devices nudges the reader into playing and experimenting with language, which cultivates a passion for reading. "The BFG" is also culturally significant — just not in the way you'd think. The novel has been translated into a multitude of languages, a universally loved story worldwide. Its motifs of camaraderie, courage, and justice resonate across generations, ensuring that its place in this world is secure, across cultural and linguistic boundaries. In the discipline of translation, a debate has ensued regarding creativity, in particular what, if anything, separates one type of literary work from another, including both poetry and prose. Such global spread makes "The BFG" one of the touchstones of children's literature — evidence of its timelessness, evidence of the universal nature of its themes, evidence of the relevance of its elements of humanness across all languages and cultures.

Roald Dahl, author of "The BFG," published the book in 1982 and made an important contribution to the genre of children's literature. Not only does the novel offer a fun story to read, but it also delivers deep, life-changing moral values. By using the characters of Sophie and the Big Friendly Giant (BFG), Dahl dives into the themes of bravery, companionship, and fairness that are very pertinent to young readers. According to Hunt (1994), these characteristics form inherent components of teaching lessons to children. In the novel, a dream motif is particularly striking, as many other themes, and the point of view itself celebrates the powers of the imagination — implying that dreams can not only reflect, but also beget real-world actions.

For example, Sophie, the brave girl, teaches me how to confront fears like giants and dangers through her courageous actions which make valuable impact. This offers an important example of bravery for young readers. Besides, the bond between Sophie and the BFG emphasizes the aspects of inclusion and empathy. They are different people, and their friendship proves that different people can have strong, supportive relationships. Zipes (1997) comments how BFG and Sophie's interaction relates to ore general depictions of giants, which is a departure from the typical way the giants are depicted in that. There is a larger mythic/literal context and how critiques/reviews of the book tend to position it outside of the reality of folktale. Moreover, the book also critiques tyrannical power, as seen in the story's villains, the evil giants that devour mankind. The message teaches young readers the dangers of abuse of power and standing up against injustice. As Gubar notes, this story as many of Dahl's do-cultivates what you might call a skeptical faith in authority and justice.

Further contributing to the cultural footprint of this story, "The BFG" was adapted into a film in 2016, directed by Steven Spielberg. Using cutting-edge CGI technology to craft magnificent world visualizations, the film expands the story to a wider audience. These wonderful visuals are terrific great reinforcement of the book's themes, like bravery and friendship, in a greater, more resounding manner. Working together, Sophie and BFG battle the evil giants in the movie — a display of partnership and teamwork that would surely leave anyone looking for solace in solidarity. The film further allows for potential extracurricular conversations about the social relevance of "The BFG" themes in the contemporary world. Bullying, inclusion, empathy — these themes become more relevant when linked to current social issues (Rutsyamsun, V., & Sakinah, 2023). This is an adaptation that works since it provides an engaging way to discuss how various media can explore the same moral concepts in different ways.

The book also presents a different challenge as the reader must navigate cultural references that could be lost on someone not deeply familiar with the customs described in the text. Some elements that English-speaking readers will recognize may not translate to other cultures. A common issue, as a translator, is to create cultural equivalents so that the story does not alienate the general reader whose background differs from the original author's. The translating of the BFG also has much larger implications for the field of literary translation studies, the process of making sense of those terms, philosophically, historically and politically (Rahman, 2023). This novel becomes a case study in how to engage with texts that contain great linguistic and cultural complexity. It pays great attention how to keep the meaning of the author and the playful spirit of the text, while at the same time making sure that the resulting text is making sense and engaging in the target language (Pathong, 2019).

Furthermore, the film opens up the story to literally span the globe, and across cultures and backgrounds these global themes of kindness, justice and imagination can be embraced. Not only does this adaptation give a new generation a chance to read "The BFG" but it keeps the messages in it alive against the backdrop of ever-changing social mores. Hence, "The BFG" and the movie — are not just fun stories; they are moral and social guides. They provide deep reflections on some of the most fundamental values inherent to humanity and, by using different media, make sure those messages reach and are understood by a larger and more diverse audience.

# Conclusion

Roald Dahl's "The BFG" is a classic of children's literature. Its groundbreaking vet timeless use of language, complex characters, and deep thematic subject matter continues to inspire and teach audiences through the generations. It is a work that, however entertaining, also delivers life lessons, and its enduring influence in literature and education speaks to its value. "The BFG" is a beloved classic that will continue to inspire and delight readers for generations to come, solidifying the legacy of Dahl as one of the greatest raconteurs of all time.

"The BFG" has had a lasting impact on modern children's literature, serving as a model for writers seeking to convey deep moral lessons through imaginative storytelling. "The BFG" is not just a story, it is a benchmark in creativity and theme for its genre. And that influence is apparent in the work of contemporary children's authors, who continue to be inspired by Dahl's inventiveness and comfort with daring themes. Also, the Steven Spielberg film adaptation of "The BFG" from 2016 further propels the story into cultural relevance. Using state-of-the-art CGI technology, the film makes the story available to wider audiences, with stunning visualizations that help reinforce the book's themes of courage and friendship. This adaptation entertains while also educating, generating conversation about issues like bullying, inclusion, and empathy in today's society.

Therefore, "The BFG" represented some profound insights on a basic aspect of human beliefs and notions, and these figurative statements are delivered in a way that most of the people could relate to and understand. This broad footprint demonstrates the staying power and global appeal of "The BFG" and cements its place in the world's literary and educational discussions.

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