

## The Representation of Virtues and Vices of the Characters in *Deadly 7 Inside Me* (2021)

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### ABSTRACT

This study explores how the virtues and vices of the main characters are represented in *Deadly 7 Inside Me* and why the main characters exercise them. This webtoon is interesting to analyze because of how it portrays the characters' virtues and vices. Both Jonathan Haidt's "Moral Foundation" theory and Carl Jung's "Moral Dualism" theory are applied in the analysis. This study reveals that the main characters' virtues and vices based on moral dualism, are aligned with the six moral foundations, which are Care/Harm, Loyalty/Betrayal, Fairness/Cheating, Authority/Subversion, Sanctity/Degradation, and Liberty/Oppression. This study also reveals that empathy, a sense of justice, lack of self-control, desire for dominance, and moral disobedience, trigger their virtues and vices. In conclusion, these findings show that people cannot be purely virtuous or vicious because they have virtues and vices within them.

**Keywords:** fantasy genre, moral dualism, moral foundation, representation of vices and virtues, Webtoon

### INTRODUCTION

Webtoons as one of the digital comic formats that attracts young adults is interesting to analyze due to the artstyle and story uniqueness. The popularity of Webtoons started in Korea called Naver Webtoon in 2014 led to its global launch in 2014 (Jang, W & Song, J. E, 2017, p. 180). It is popular in Indonesia as LINE Webtoon (Jang, W & Song, J. E, 2017, p. 182). *Deadly 7 Inside Me* has both the Indonesian version created by Deruu Riota published from 13 August 2016 to 7 November 2020, and has 107.3 million views; and the English version, which is the translation version published from 9 March 2021 to 17 August 2023. *Deadly 7 Inside Me* portrays some characters as the sin spirits and virtue spirits. The main characters are Envy the sin spirit, Rion or Pride the sin spirit, and Kindness the virtue spirit. The main problem is that the sin spirits and virtue spirits are fighting each other for a very long time. The long conflict is initiated by two main antagonists, Witchcraft the atramentous spirit and Despair the legendary sin spirit. The ending is that both spirits stop fighting each other and defeat the culprits as they realize that they need each other.

In this analysis, Moral Foundation as the main theory and Moral Dualism as the supporting theory is applied. Moral Foundation theory developed by Jonathan Haidt, is applied to analyze because its concept identifies the characters' acts of virtues or vices through its six types of foundations, that is: care/harm, fairness/cheating, loyalty/betrayal, authority/subversion, sanctity/degradation, and liberty/oppresion (Simpson, 2017, p. 5). Meanwhile, the term "Moral Dualism" itself, originally being put forward by Zoroaster in Zoroastrianism, is reinterpreted by Carl Jung as said by Domenici, "Liber Novus contributes to shed new light on Jung's unusual interpretation of Zarathustra" (Domenici, 2019, p. 22). Jung's interpretation implies that each person has both light elements or positive side and dark elements or negative side; and it can help to identify the reasons why the main characters practice virtues or vices through their actions.

## THE MAIN CHARACTERS' ACTS OF VIRTUES AND VICES AND THEIR REASONS TO PRACTICE THEM

This section will be divided into two parts which are the virtues and vices in the main characters that are shown through their actions and the reasons why the main characters practice these virtues and vices. The main characters consist of two male characters who are Envy and Rion, and one main female character who is Kindness.

### The Representation of Virtues and Vices

There are two parts in the analysis of the representation of virtues and vices. The first part discusses the acts that represent virtues within the main characters, while the second part addresses the acts that represent vices within the main characters. The applied main theory for this analysis is Moral Foundation.

#### Kindness's Caring towards Another Person.

Kindness's act of caring is shown when she concerns Jon because of his psychological and economical suffering. In doing so, Kindness convinces Jon to not hate his life and give him food, which is illustrated through the following conversation.



Figure 2.1: Kindness's caring towards Jon not to hate himself.  
Source: *Deadly 7 Inside Me* Episode 13-14, 2021.

Figure 2.1 represents Kindness's act of caring by saying "It's okay to be sad, it's okay to be disappointed." and "But if we start hating ourselves, we can't have trust anymore even if there's still a good thing!". These statements psychologically prevent Jon from doing negative things to his life. Kindness's care towards Jon's psychological suffering represents the care aspect in the Care/Harm foundation because Kindness is willing to save Jon from his suffering.

#### Kindness's and Envy's Protecting Others from Harm and Oppression

Kindness's act of protecting is shown when she attempts to protect Provoke, Arbitruous, and Fraudulent from being killed by Chastity as Chastity does not want the sin spirits to exist. Chastity's action is ethically wrong, because it violates people's right to live.



Figure 2.2: Kindness's act of protecting the three sin spirits from being killed by Chastity.  
Source: *Deadly 7 Inside Me* Episode 135, 2022.

Figure 2.2 represents Kindness's act of protecting by saying "Chastity!!! Stop it! Don't attack them!!!". This statement indicates Kindness's forbidding towards Chastity who attempts to kill the sin spirits which saves their life. Kindness does not want the three sin spirits to die, and she

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tries to protect their right to live. This makes Kindness's act represent the care aspect in the Care/Harm foundation because she protects other people from harm.

The representation of virtue through protecting is also done by Envy towards Lust and Cowardice from their life oppression done by Witchcraft and Black Magic. In doing so, Envy prevents Lust and Cowardice from being caught by minor sin spirits ordered by Witchcraft to be brainwashed again. Witchcraft's action is ethically wrong, because it restricts freedom.

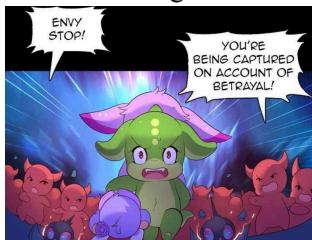


Figure 2.3: Envy's act of protecting Lust and Cowardice by taking them to the human world.  
Source: *Deadly 7 Inside Me* Episode 100, 2021.

Envy's act of taking the Lust and Cowardice away to the human world to save them from Witchcraft and Black Magic's oppression in Figure 2.3, represents his act of protecting. It indicates Envy's resistance towards the oppression by Witchcraft and Black Magic as he does not want his friends to be oppressed. Envy's acts of protecting towards other sin spirits represent the care aspect in the Care/Harm foundation and the liberty aspect in the Liberty/Oppression foundation because Envy promotes resistance against oppressions while protecting his friends.

### Envy's Loyalty towards Friends

Envy's act of loyalty is done towards Lust and Cowardice from being caught by the minor sin spirits ordered by Witchcraft to be brainwashed again. His loyalty is aligned with the loyalty aspect of the Loyalty/Betrayal foundation, that is, an act of staying together with their group to maintain solidarity.

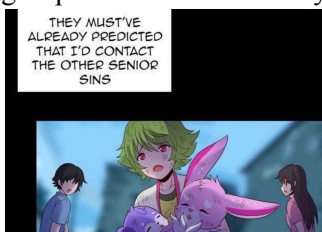


Figure 2.4: Envy's loyalty through rescuing Lust and Cowardice.  
Source: *Deadly 7 Inside Me* Episode 100, 2021.

Figure 2.4 represents Envy's loyalty to Lust and Cowardice through his action by taking them away to the human world as an attempt to save them from being brainwashed again by Witchcraft and Black Magic. This action shows Envy's faithfulness to Lust and Cowardice, who are his friends. This in fact, psychologically triggers Envy's act of loyalty towards Lust and Cowardice's safety from physical suffering. It makes his act represent the loyalty aspect in the Loyalty/Betrayal foundation, since Envy is motivated by his loyalty while saving his friends.

### Rion's Obeying the Rules

Rion's act of obeying rules is done towards the kingdom of sin and the kingdom of virtue and human world. His act is aligned with the fairness aspect of Fairness/Cheating foundation, which is an act of implementing fair rules, and the authority aspect of Authority/Subversion foundation, which is an act of obeying the values of society's hierarchical

structures. Rion or Pride’s act of obeying rules through maintaining the fair rules made by him and Adjudicate is ethically right, because it maintains both kingdoms’ stability.

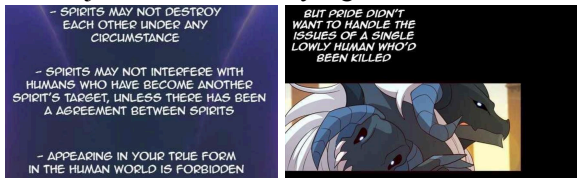


Figure 2.5: Pride’s act of obeying the fair rules for sin spirits and virtues spirits and humans.  
Source: *Deadly 7 Inside Me* Episode 100, 2021.

In Figure 2.5, Rion’s act of obeying rules is shown by the one of the rules that says “spirits may not destroy each other under any circumstances” and White Magic’s saying “But Pride didn’t want to handle the issues of a single lowly human who’d been killed”. The first statement forbids spirits from destroying each other. The second statement shows Pride’s refusal to break his rules for a human issue. This makes Rion’s act of obeying the rules represent the fairness aspect of the Fairness/Cheating foundation and the authority aspect of the Authority/Subversion foundation as he encourages fair rules while respecting and obeying them.

### Envy’s Harming towards Ceilin’s Feelings

The representation of vice through harming is done by Envy towards Ceilin. His harming is aligned with the harm aspect of Care/Harm moral foundation. The following figure illustrates Envy’s harming through his verbal abuse towards Ceilin’s bad drawing.



Figure 2.6: Envy harms Ceilin through his verbal abuse.  
Source: *Deadly 7 Inside Me* Episode 19, 2021.

Envy’s sayings in Figure 2.6, “What’s with this scribbles?” and “But your art is ugly!” illustrate how Envy sees Ceilin’s bad drawings as a sign of Ceilin’s drawing incompetence. Moreover, the saying “She was only pitying you!” means that Envy tries to make Ceilin doubt Kindness’s appreciation, which hurts Ceilin’s heart. These statements psychologically cause Ceilin to lose confidence in her drawing again, making Envy’s acts of harming represent the harm aspect in the Care/Harm foundation as Envy harms Ceilin’s self-esteem and self-efficacy.

### Rion’s Rebellion against Diligence’s Rules

The representation of vice through rebellion is shown by Rion towards Diligence’s rules, which align with the subversion aspect of the Authority/Subversion foundation, that is, an act of resistance towards society’s hierarchical structures. In spirit power training, Rion rebels against Diligence’s rules by going on a rampage, which is ethically wrong, because Rion chose to harm Diligence rather than ask him for a rest politely.



Figure 2.7: Rion goes on a rampage as a form of rebellion towards Diligence’s rules.

Source: *Deadly 7 Inside Me* Episode 78-79, 2021.

Rion's saying "Then again, why would I follow the rules riiight?!" while going on a rampage, represent his acts of refusal to follow rules. This expression questions the legitimacy of obeying Diligence's rules; and Rion's act of sending broken trees to hurt Diligence with his spirit power, indicates his act of breaking rules. Rion's acts of rebellion represent the subversion aspect of the Authority/Subversion foundation since he violates his responsibility to obey rules.

### Kindness's Being Gluttonous

Kindness's act of being gluttonous is done through eating Envy's cake. It is aligned with the degradation aspect of the Sanctity/Degradation, that is, an act that corrupts sacred things, as she corrupts her self-discipline's sacredness. In the following figure, Envy asks for his cake that Kindness promises to give to him. However, Kindness reveals that she had eaten Envy's cake before, which is ethically wrong, since she disregards Envy's right to eat his given food.



Figure 2.8: Kindness confirms her act of being gluttonous.  
Source: *Deadly 7 Inside Me* Episode 19, 2022.

Figure 2.8 represents Kindness's act of being gluttonous through her reaction by getting shocked and chuckling towards Envy's request for a cake. Kindness's reaction to Envy's request illustrates her acknowledgment of having gluttonously eaten Envy's cake prior to their meeting, which breaks her own promise towards Envy. This makes Kindness's act represent the degradation aspect of the Sanctity/Degradation foundation since she eats other people's food.

### The Reasons of the Main Characters' Acts of Virtues and Vices

The analysis in this part is divided into two. The first part is the reasons behind the main characters' virtues which are empathy and a sense of justice as the positive character traits. The second part is the reasons behind the main characters' vices, which are lack of self-control, desire for dominance, and moral disobedience as the negative character traits. The applied theory for this analysis is Moral Dualism.

### Kindness's and Envy's Empathy towards Other People

Empathy is an ability to understand and share the feelings of another person and its criteria is understanding another person's feelings. Kindness's act of virtue is driven by her own empathy towards Ceilin's sufferings as she is willing to prevent Ceilin's sufferings, which illustrates her positive character trait illustrated by the following figure.



Figure 2.9: Kindness shows her empathy to Ceilin after she gets verbally harmed by Envy.  
Source: *Deadly 7 Inside Me* Episode 19, 2021.

Figure 2.9 represents Kindness's empathy towards Ceilin as it drives Kindness to appreciate Ceilin's drawing and her efforts through her good comments which are "Don't be sad, Cel" and "what I see from your art are the strokes!". In reality, her drawings are bad, but Kindness's good comments indicate that Kindness understands Ceilin's effort in drawing, which shows her empathy towards Ceilin. As a result, Kindness's empathy shows the fact that the psyche contains the light or the positive side as her empathy as her positive side triggers her virtue.

Furthermore, Envy's act of virtue is driven by his own empathy towards other sin spirits who are Lust, Mischievous, Despair, Cowardice, and Necromancy. His empathy towards them clearly illustrates his positive character trait, which is shown by the following figure.



Figure 2.10: Envy's empathy towards his friends drives him to rescue other sin spirits.  
Source: *Deadly 7 Inside Me* Episode 98, 99, 100, 2021.

Figure 2.10 represents Envy's empathy towards other sin spirits as his saying "I don't want to lose them.". It comes after his reaction of being shocked, realizing that other sin spirits are being brainwashed and oppressed by Witchcraft and Black Magic. This expression and reaction shows Envy's empathy towards the sin spirits' condition. From this case, Envy's empathy towards other sin spirits shows that the psyche contains the positive side as it triggers his virtue.

### Envy's and Rion's Sense of Justice

A sense of justice is an ability to understand what is morally fair and right, and it drives acts of virtue, which criterias are preventing injustice and treating everyone equally. Envy's act of preventing injustice through ending oppression in the following figure is driven by his sense of justice to all spirits as Envy dislikes oppression, which represents his positive character trait.

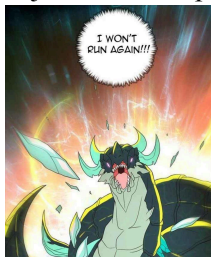


Figure 2.11: Envy's sense of justice drives him to stop Witchcraft's oppression to all spirits.  
Source: *Deadly 7 Inside Me* Episode 184, 2021.

Envy's saying, "I won't run again!" Figure 2.11 represents his sense of justice towards all spirits. His statement means that Envy will fight Witchcraft to end his oppression. It confirms his willingness to stop Witchcraft's oppression of all virtue spirits and sin spirits. Ending oppression is considered as a sense of justice because it supports freedom and fairness.

Rion's act of treating everyone equally is driven by his own sense of justice towards all spirits, as he wants to maintain the balance and peace among the sin spirits, the virtue spirits, and the human world. His sense of justice towards them illustrates his positive character trait.

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Figure 2.12: Rion’s sense of justice drives him to stop Wrath from breaking spirit world rules.  
Source: *Deadly 7 Inside Me* Episode 53, 2021.

Rion’s saying “If you kill just one of the sins or virtues, the world will lose balance!” in figure 2.12, represents his sense of justice. That statement warns Wrath about the danger caused by breaking the rules. Breaking the rules by killing other sin spirits or virtue spirits will result in either virtues or vices being too dominant, which can cause chaos.

### Kindness’s Lack of Self-Control

Lack of self-control is someone’s inability to regulate his or her own impulses and behaviors. Its criteria is being unable to control one's own desire. Kindness’s act of vice shown in the following figure is driven by her lack of self-control towards food as it drives her act of being gluttonous by eating the cake for Envy, which represents her negative character trait.



Figure 2.13: Kindness reveals her lack of self-control towards food.  
Source: *Deadly 7 Inside Me* Episode 89, 2022.

Kindness’ saying “Sorry!!! I can’t help it!” in figure 2.13, represents Kindness’s lack of self-control as it confirms her inability to control her appetite. Kindness’s act of vice driven by her lack of self-control, shows that the psyche contains the dark or the negative side. It is because the source of evil-doing resides in the soul or one’s own free will (Winther, 2020, p. 10). In other words, Kindness’s lack of self-control triggers her negative sides, that is, her vice.

### Envy’s Desire for Dominance

Desire for dominance is a desire to assert power over others to achieve higher status, which criterias are intolerance towards opposition and wanting to prove oneself better than others. Envy’s desire for dominance is shown in the following figure, which clearly reflects his negative character traits since these traits drive him to pursue his goals by any means necessary.



Figure 2.14: Envy’s desire for dominance as he struggles to prove himself better than Kindness.  
Source: *Deadly 7 Inside Me* Episode 8, 2021.

Envy's first saying, "You dared put love within their hearts!!", shows his intolerance towards opposition. His second saying "Underlings of virtues such as yourself will meet instant death in our hands!", shows his desire to prove himself superior. This triggers his negative side through his vice because it means that Envy will harm Kindness if she interferes again.

### Rion's Moral Disobedience

Moral disobedience is the conscious decision to reject moral rules while choosing personal moral values. Rion shows moral disobedience when he mocks Diligence after being scolded for breaking the rule of persistence. It reveals his negative character as it justifies Rion's destructive behavior, which the following figure shows.



Figure 2.15: Rion disrespects Diligence's rules as he gets driven by his moral disobedience.  
Source: *Deadly 7 Inside Me* Episode 78-79, 2021.

In figure 2.15, Rion's two sayings "Is this a training or a goddamn coercion?" and "Woaaah... How terrifying... senior, don't scare me like that, what if I wet myself again?" represent his act of moral disobedience. The first expression disrespects Diligence's rules; and the second expression insults Diligence when he gets angry towards Rion's disobedience. The reason why Rion's moral disobedience becomes his negative side is because it justifies Rion's act of disrespecting Diligence and going on a rampage, which triggers his vice.

## CONCLUSION

By using Jonathan Haidt's Moral Foundation and Carl Jung's Moral Dualism, this article shows that the three main characters' virtues and vices in *Deadly 7 Inside Me* are aligned with each of the six moral foundations. The three main characters are Envy, Rion, and Kindness. Their virtues are acts of caring, protecting, loyalty, and obeying rules, triggered by empathy and the sense of justice, while their vices are acts of harming, rebellion, and being gluttonous, triggered by the lack of self-control, a desire for dominance, and a moral disobedience.

From this analysis, it can be concluded that virtues and vices are two sides of human beings that complement each other. In fact, the virtues and vices within the main characters are connected with the six types of moral foundations and the characters' reasons behind their act of virtues and vices, which are aligned with moral dualism. This shows that virtues and vices are coexisting with each other, highlighting that people cannot live with only virtues or vices.

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