



## Edward Kenway' Social Actions Portrayed in *Assassin's Creed Black Flag*

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### ABSTRACT

*People's action was usually based on either their rational or irrational motives. One of the examples of rational motive in real life was when a person decided to become a migrant worker overseas to improve the economy of their family, while the irrational motive appeared when one destroyed things due to anger. That kind of action was called social action. In literature, social action is depicted in one character's behavior whether it is related or not related to the goal of the story. The purpose of this study was to find out the depiction of social action performed by the main character and how he achieved his goal based on his social actions in *Assassin's Creed Black Flag* novel. The main character of the novel studied was Edward Kenway. This research used one of the theories in sociology of literature proposed by Max Weber, which was called social action. The methodology used was literary criticism. Then, the data were collected by reading the novel and taking notes on the relevant data. The data were then analyzed using social action theory. The results revealed that the form of social actions carried out by Edward Kenway was instrumental action involving ten instrumental rational actions, four value rational actions, eight affectual action, and two traditional actions.*

**Keywords:** *social action, sociology of literature, and Max Weber*

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### INTRODUCTION

Every human has their motives that underlie what they do. Whether it is for a big thing like for their life goals or even a small thing that is not even related to their main purpose of life. It can be affected by emotion, tradition, moral value, or even people they interact with. In sociology, this is called as social action.

Social action is a theory that proposed by Maximillian Weber. Social action is a subjective action in many human behaviors. The main characteristic of behavior in social action is a subjective interpretation that can influencing other people and, vice versa, can



influenced by other people (Rahman, 2011). Furthermore, Jones, Bradbury, and Boutillier (2016) argue that social action taken in accordance to individual interpretation about others action in a certain situation.

This research chooses Edward Kenway, main character from *Assassin's Creed Black Flag* novel written by Oliver Bowden (2013), as the analysis object of the social action in order to achieve his goals. The setting of this novel is between 1711 to 1722 where is the era of golden age of piracy that means this is the historical novel as it is published in 21st century but the story begins in the 18th century. The plot is about Edward Kenway who wants to be rich after married to Caroline Scott, his wife from higher social status than him, by becoming a privateer and then a pirate. Later, he knows about the Observatory, a treasure that Edward certain would make him instantly wealthy. Therefore, Edward hunts the observatory down so that he can return to his home with a lot of money.

Several research has been conducted about social action and *Assassin's Creed Black Flag*. There are nine studies with the same theory, those are from Hasbi (2020), Kusumohastuti (2020), Pancari and Renggani (2021), Lestari and Pramono (2021), Widodo and Sudikan (2021), Pujianti (2018), Basid and Niswah (2018), Triani, Sulfahita, and Jamelda (2019), and the last is by Ghofur (2018). In addition, the same object has been studied by Pangestu (2017).

From those researches above, the researcher found that there are no studies that applying Max Weber's social action theory in *Assassin's Creed Black Flag*. This study is important is because this study will discuss about the social action phenomenon portrayed in the *Assassin's Creed: Black Flag* character named Edward Kenway specifically in social action in Max Weber perspective. Since the studies of *Assassin's Creed Black Flag* novel discussed hero's journey theory in the main character of *Assassin's Creed Black Flag*, we apply sociology of literature in order to understand what form of social action and how the character achieve their goals in Edward Kenway's character. This research will fill the gap and add new knowledge in literary criticism especially in the study of *Assassin's Creed: Black Flag* novel.

### **Max Weber's Social Action**

Weber (1978) states that social action is consist of both failures to act and passive acceptance, that can be aligned to the past, present, or expected future behavior of others. An action from an individual may come from revenge for a past attack, defense against present, or measures of defense against future aggression.

Weber (in Raho, 2021) consider sociology as a knowledge that attempt to understand about social action. According to Weber (1978), there are four kinds of social action, those are:

#### *Instrumentally Rational (Zweckrational)*

According to Weber (1978), this action is come from expectations for the object behaviors in the environment and other person. The word "expectation" can also be interpreted as "condition" or "tools" to achieve the actor's goal that is already rationally considered and calculated. The actor may also use another rational consideration of alternative instrument to the end just like secondary consequences (Weber, 1978)



Furthermore, Raho (2021) explain in brief that this rationality is an action aimed to achieve the goals that rationally is already taken into account by the actor. In this kind of action, the actor is already defined what they want to reach the goals through their actions and what instrument or means to attain the objective. For example, in bureaucratic organization, people are treated as the instrument or part of bureaucracy not as a person who has a feeling, will, or longing.

#### *Value-rational orientation (Wetrational)*

Weber (1978) explain that this action is come from a conscious belief in the value such as religious, aesthetic, ethical, or other kind of value. He also elaborates about example of a pure value-rational orientation would be the actions of an individual who act to put into practice their convictions of what seems to them to be requires by duty, honor, a religious call, personal loyalty, or another value they believe in.

Furthermore, Raho (2021) explain about value-oriented action from Max Weber is a behavior is based on values consideration. For example, this kind of action is like a muslim man prays in the middle of the day in Friday, a Christian pray in Sunday, singing a hymn, meditate, praying and many more. People do this due to the conscious belief on certain values they profess.

#### *Traditional Habitual Orientation*

Traditional action is come from ingrained habituation (Weber, 1978). Raho (2021) explain in brief that this kind of action is categorized as non-rational since the actor do it without doing too much consideration as the reason an individual do it is because of the tradition or habituation. For example, a person may not brave enough to open a garden in swamp due to the belief that one will get a fever or even death as a result of the spirit's anger that live around that water springs.

In addition, Weber (1978) states that religious action is not considered as "social" if it is only a matter of contemplation or an individual is praying alone.

#### *Affectual Orientation*

Weber (1978) explain that this action comes from actor's emotional states and certain affects. Furthermore, Raho (2021) explained more about this action and categorized this as non-rational action since it is dominated by feelings without doing too much rational consideration. For example, the reason why an individual help a victim of natural disaster is because of a pity. In this kind of action, the actor is not calculated the benefit and the loss in economics of their action.

### **RESEARCH METHOD**

This study is a literary criticism because the analysis object is a literary work since it is considered as a tool for analyze, interpret, identify, and classify the data in literary work. This research will apply sociology of literature to analyze the social action in literary work. In addition, the data source of this research is a novel entitled *Assassin's Creed: Black Flag* by Oliver Bowden published in 2013 by Penguin and consist of 348 pages in total and

73 chapters. The researcher will take the data which shows the four types of social action in Edward Kenway's character.

The researcher uses several steps for the data collection. The first one is reading and understanding the story of the novel *Assassin's Creed: Black Flag*. The second, the researcher will mark the data which related to the theory used and the form of data is in quotation. Third, the researcher will classify the data according to the character's life which relate to the social action theory by Max Weber. After the researcher done with collecting the data, the researcher will continue to analyze and classify the data. In this research, the data are analyzed using sociology of literature by finding the types of social action in Edward Kenway's character.

## **FINDINGS & DISCUSSION**

There are four forms of social action that motivated an individual to do something, which consist of instrumental rational action, value rational action, affectual action, and traditional action.

### ***Instrumental Rational Action***

Instrumental rational action is an action that based of rational consideration and full awareness to what they are doing depend on what tools they are using, the most effective and efficient way to reach their goals. This action is motivated them to do anything that can make them reach their own purpose. It is oriented to the absolute objective since people take an action for a certain goal.

The first instrumental rational action in *Assassin's Creed Black Flag* novel is appearing in Edward Kenway's conscious action where he is in fight with Tom Cobleigh, Seth Cobleigh, and Julian in order to protect a drunk girl. He knows he cannot win in this fight against three people. Therefore, he waited for the lone rider to come and give him a hand. It can be seen in the following quotation.

*But I had another idea. That lone rider I could see in the distance. If I could just hold off the Cobleighs until he arrived, the odds were likely to shift back in my favour. After all, if he was of good character, the lone rider was bound to stop and help me out.* (Bowden, 2013, p. 11)

The narration above explain that Edward Kenway instrumental action is buying some time and waiting for the lone rider to come and help him in the unfairly fight. Moreover, there is Julian that that looks strong enough compared to two others of them. Edward Kenway's action is categorized as Instrumental Rational Action since has a purpose which is to win the fight by using the lone rider as the instrument.

The second instrumental rational action is when Edward Kenway wants to get to know to Caroline Scott, his crush.

*So anyway, I made it my business to find out where Caroline would be one sunny afternoon. How? Well, that was a case of calling in a favour, you could say. You remember Rose, the maidservant I helped save from a fate worse than death? I reminded her of that fact one day when I followed her from Hawkins Lane to the market and as she made her way through the stalls, deftly avoiding the shouts of the stallholders with a basket in the crook of her arm, made my introductions.* (Bowden, 2013, pp. 20-21)



The quotations above show the instrumental action Edward Kenway takes by asking Rose, the drunk girl he saved from Cobleighs and Julian, in order to know the location where Caroline will be in her leisure time. He later gets the information of her, in which it is in the Bristol docks on a Tuesday afternoon with Matthew Hague and Wilson, Hague's manservant. The action that Edward Kenway take is classified as Instrumental Rational Action since it has purpose to be close to the woman of his dream.

The third instrumental action by Edward Kenway described when he gets the job offer as a privateer by Dyland Wallace in Auld Shillelagh, a bar where Edward Kenway used to drink in it. Later, he talks about it to Caroline in order to get a decent life.

*I had suggested it to Caroline, of course. Me becoming a privateer. While she hadn't said no—she was still my wife, after all—she hadn't said yes, and in her eyes was the doubt and worry. (Bowden, 2013, p. 44)*

The quotation above shows that Edward Kenway trying to discuss to his wife about an offer to be a privateer from Dyland Wallace and he considers it as he sees it as an opportunity to make a decent life and worthy enough to be a husband of Caroline. He discusses this with Caroline to change his life from a mere sheep-farmer to a privateer. Edward Kenway's action is classified as Instrumental Rational Action because he aims to get a better life for his family with all rational considerations.

The fourth form of instrumental action in Edward Kenway is when the news of a treaty between the English, the Spanish, and Portuguese where the privateer can pirate the ship outside their country is over.

*He Looked at me. All that black hair and beard lent his eyes an extra penetrating shine. "You will be a pirate, Edward, a wanted man. Are you sure you want that?"  
To tell you the truth, I wasn't, but what choice did I have? I couldn't go back to Bristol. I didn't dare go back without a pot of money and the only way of making money was to become a pirate (Bowden, 2013, p. 102)*

According to the quotation above, it shows that after the news of treaty reaches them, the privateer gets no choice since they are no longer able to legally pirate a ship as much as they can. Edward Kenway is also the privateer and this left him no option but to be a real pirate to become rich. Although this is the way of life which Edward Kenway avoid of, he should get into it as his goals is to become rich and can bring a lot of money once he returns to land. Therefore, to this rational consideration, Edward Kenway's action for become a pirate is categorized as Instrumental Rational Action.

The fifth instrumental action by Edward Kenway reflected when he was stranded on the Island of Cape Buena Vista after his ship was sunk. He met a survivor that killed his captain. It can be seen in the quotation below.

*Governor Torres, of Havana, eh? I thought.  
"Reward you handsomely," eh?  
A plan had begun to form.  
I buried Señor Duncan Walpole. I owed him that much at least. He went out of this world the way he'd arrived—naked—because I needed his clothes in order to begin my deception and, though I do say so myself, I looked good in his robes. They were a perfect fit and I looked the part. (Bowden, 2013, p. 115)*

After reading the letter from Governor Torres of Havana, which it is talk about the offer of Duncan Walpole and also the reward, Edward Kenway decides to steal his identity to claim Walpole's reward. The purpose of Edward Kenway's action is to make a reward, which is belongs to another person, to be his.

The sixth instrumental action described when Edward Kenway's stolen goods confiscated in a fortress after a fight in a bar. Then, he is trying to get his stuff.

*Thank God, then, for prostitutes. Not because I was feeling randy but because I'd seen a way to get inside—inside the fortress, I mean. Those ladies of the night, who sat on a fortune, well, they had good reason to be on the other side of those walls, so who better to get us in? (Bowden, 2013, p. 125)*

Based on quotation above, Edward Kenway plans to use the prostitutes to distract the guard therefore he can get inside of the fortress, where they keep Edward's stuff, and get his goods, which is a requirement to claim Walpole's reward, back. Edward Kenway's action in this case is count as instrumental rational actions which lead him to the purpose he made.

The seventh instrumental action of Edward Kenway reflected at the time he knows about the Observatory after meet Governor Torres of Havana. He later tries to save Roberts, one who know the location of the treasure, from his captivity. It can be seen in the quotation below.

*I'd like to say it was a noble desire to free The Sage, but there was a bit more to it than that. After all, he could help find this Observatory, this device to follow people around. What would a thing like that be worth? Sell it to the right person and I would be rich, the richest pirate in the West Indies. I could return to Caroline a rich man. So perhaps it was merely greed that made me decide to rescue him. Looking back, probably a mixture of the two. (Bowden, 2013, p. 152)*

Observatory is a treasure which Edward Kenway looking for in order to be rich and Roberts, one that called as 'The Sage' in the quotation above, is literally a living treasure map that can help him to find it but he is in the captivity of Templars. Therefore, Edward tries to save him and make the treasure to be his. Edward Kenway's action to rescue Roberts is categorized as Instrumental Rational Action because his purpose is to become wealthy and Robert can help him.

The eight instrumental rational action is when Edward Kenway attacks the fort of Porto Guarico. He meets Torres again and press him to speak the location of Roberts. Torres says that Roberts is in Kingston with a slaver in the name of Laurens Prins. Edward later asked Torres to buy Roberts.

*Instead, we wanted to use Torres to buy the man: Torres would meet Prins, give him half the gold and offer the other half in return for the deliverance of The Sage; Adewalé and I would swoop in, take The Sage, whisk him off, then prise out of him the location of The Observatory. Then we would be rich. (Bowden, 2013, p. 200)*

From the quotation above, Edward Kenway plans to use Torres to buy Roberts from Laurens Prins. After that, Edward will kidnap him and force him to tell where the Observatory and he will be rich. This action is classified as Instrumental Rational Action



since Edward has a purpose to do this that can lead to his goal and use Torres as the instrument to carry out the plan.

The ninth instrumental action of Edward Kenway described when he finally meets Roberts in Principé. He tells Roberts that Roberts is the Templar's target and wherever he goes, the Templar will always find it. After that, Edward tells him the reason he come to Roberts.

*He spoke. "Our Captain Howell was killed today in a Portuguese ambush. Headstrong fool. I warned him not to come ashore."*

*It was to the recently deceased captain that Bartholomew Roberts's thoughts went now. Evidently deciding I was not a threat. He holstered his pistol.*

*And, of course, the attack. I thought I knew who was behind it.*

*"It was orchestrated by the Templars," I told him. "The same sort who took you to Havana." (Bowden, 2013: 250)*

*"I'm looking for The Observatory," I told him. "Folks say you're the only man that can find it."*

*"Folks are correct." (Bowden, 2013, p. 251)*

The quotation above reflected the conversation of Edward Kenway that tells Roberts about his purpose. Before he tells him the reason, he comes to the location of Roberts in Principé, he told him about that the dead of Captain Howell is arranged by the Templars. The action which Edward Kenway take to tell Roberts that the incidents that happened to him is a rational action in order to gain his trust and make him feels like the Templar is the common enemy for both of them therefore Edward Kenway can find the observatory for his own benefit to become rich and return to his home.

The last instrumental rational action that Edward Kenway take is reflected at the time he gets an offer after he capture Matthew Hague as a hostage. The offer is come from Robert Walpole that giving it in order to freed Matthew Hague. It can be seen in the quotation below.

*And Walpole had offered much more besides. Property. The chance to make something of myself, with business contacts in London. When I'd finally climbed down from the rigging, the soldiers had put down their muskets and the crew of the Jackdaw relaxed; when Matthew Hague had been released and run to his father and offered me tearful apologies, Walpole took my arm and led me away, speaking of who I would be introduced to in London: the Stephenson-Oakley family, a lawyer, an assistant by the name of Birch to help me in my new business dealings. (Bowden, 2013, p. 348)*

Edward Kenway has one main goal for sailing in the sea and it is to become wealthy after he return to his hometown. However, Edward sure is already a rich man at the time he went to his hometown yet his name is already tainted for what he has done in the past. Robert Walpole offers him to clean his name, property, and also some contact that can support his business as long as he is ready to free his captive and give him a mercy. In a rational consideration, Edward understands that it is worth it enough to take the offer. Therefore, the action of Edward Kenway is classified as instrumental rational action for he chooses the offer over his prisoner.

### **Value Rational Action**

Value Rational Action is the action based on the moral value which applied and believed by an individual. Every individual has their own moral value which inspired them to take the action. The simple example of this kind of action is when one help those who are in trouble, being honest instead of lying, not cheat in exams, and many more. It can also base on religious value by obeying religious orders.

Moral value is the first value action that reflected in this novel. It happens when Edward Kenway drink in Auld Shillelagh and found a girl who force to drink by Tom Cobleigh, Seth Cobleigh, and Julian. The girl later gets drunk and those three men are picking up the girls. Edward stands from his chair in order to defend the girls by invite them to fight.

*“Well”—I smiled—“loose morals I might have, Tom Cobleigh, but I don’t need to pour ale down a girl’s throat before taking her to bed, and I certainly don’t need two others to help me at the task.” (Bowden, 2013, p. 10)*

According to the quotation above, Edward has a moral value in society by trying to protect the drunk girl from rapists who forcing her to drink ale to weaken her physique. He challenges three people by himself even though he knows he cannot win. He also let himself battered to defend the girl just so the drunk girl is safe. This scene represent how Edward not let one who weak to be treated arbitrarily.

The second value rational action is come when Edward Kenway asks a boy name Albert to give a flower to Caroline Scott in the name of Edward Kenway. However, instead of giving the flower, Albert is pickpocketing her and get caught by Wilson, Mathew Hague’s minder, and hit him to the stomach. Edward tries to protect him at this time.

*But then Wilson, holding him by the scruff of the neck with one hand, drove his fist into Albert’s stomach and that was it for me. That same sense of injustice I felt at the tavern was reignited and in a second I was shoving through the crowd to Albert’s aid. (Bowden, 2013, p. 25)*

Based on the quotation above, it shows how Edward Kenway trying to protect the weak, in this case is Albert. Although the plans to impress Caroline did not go well and Albert mess up the plan, but still Edward is saving him from Wilson after Albert is getting hit in the stomach. Edward later picks a fight to Wilson in order to defend Albert. The action which Edward took were count as moral action as he cannot hold himself after see the injustice in front of him.

The next moral value of Edward Kenway is described when his captain cannot meet the target and for two months get nothing even a half of penny. The captain then initiates a piracy in order to get an income due to the frustration.

*But no, I hadn’t joined up to be a pirate. The money I earned would be earned legally. Please cease your sniggering. I know how quaint I sound now, but back then, I still had fervour in my belly and dreams in my head. So when the captain made his offer, saying he knew not all on board would want a part of any badness, and that anybody not wanting a part should say now, or forever hold their peace, so that he could organize passage off the ship, I went to step forward. (Bowden, 2013, p. 77)*



Based on the quotation above, it can be seen that Edward Kenway is hesitating to do the pirating. He becomes a privateer is to get a money and then return to his homeland, not a fugitive. He feels like become a pirate is not a right way to earn money. Therefore, he is about to step forward just to show that he disagrees with his captain.

The next action that based on moral value by Edward Kenway was assigned by Captain Dolzell to look after Captain Benjamin Pritchard who was just interrogated and tortured to gain the information about the precious goods in his ship.

*He ignored my sarcasm. "What would you be up to, exactly?"  
"I'm fetching water to put on this man's wounds."  
"Captain didn't say nothing about tending to the prisoner's wounds."  
"He's in pain, man, can't you see?" (Bowden, 2013, p. 86)*

The quotation above shows how Edward Kenway cares to each other even though it is in the opponent side. Edward hears the scream of agony when Captain Dolzell is torturing Captain Benjamin Pritchard while interrogating him. When Edward enters the cabin where Captain Benjamin Pritchard is, and found out what happen to his finger, Edward even takes care the injury of Captain Benjamin Pritchard, who is not his captain, by trying to wash the wound with water to heal it. The action which Edward Kenway take is represent his moral value.

### **Affectual Action**

Affectual action is an action which comes from the human emotion. It is influence people to do something under their inner emotion. The characteristic is spontaneous since the individual will express what they feel in sudden. This kind of action is classified as irrational for people doing an action is carried out by their own feeling not at their full consciousness.

The first affectual action that reflected in Edward Kenway's character is when Caroline Scott tells him about her arrangement marriage with Matthew Hague. She says that she is about to be proposed by Matthew Hague by tomorrow morning. The following data shows the Edward Kenway's affectual action.

*I was determined not to lose her. Because of my love for her, because I could think of nothing but her, because when we were together I savoured every moment; every word, every gesture that Caroline made was like nectar to me, everything about her, every curve and contour, her scent, her laugh, her refined manners, her intelligence.  
All of this ran through my mind as I dropped to one knee and took her hand, because what she was telling me, perhaps it wasn't an invitation but a farewell, and if it was, well at least my humiliation would not be known far and wide, confined to the birds in the trees and the cows that stood in the fields watching us with sleepy eyes and chewing ruminatively.  
"Caroline, will you marry me?" I said. (Bowden, 2013, p. 37)*

Based on the quotation above, the emotional action which Edward Kenway took after heard about Matthew Hague's plan to Caroline Scott tomorrow morning is dominated by the fear of losing her. Edward Kenway and Caroline Scott secretly has a relationship since the marriage of Caroline Scottt is arranged by her father. Knowing the news that their relationship is about to over because Caroline's fiancé will propose her, therefore, he



kneels down and hold Caroline's hand to proposes her first before Matthew Hague since he does not want to lose her.

The next affectual action by Edward Kenway is happen after marrying Caroline Scott. Caroline Scott is a wealthy girl before she became Edward's wife. Those two are came from different social classes, Caroline from middle class and Edward from lower class as a sheep-farmer.

*I began visiting the inns once more, but I was not the same man as before, not as I'd been in the days when I was a single man, the cheerful, boisterous drunk, the jester. Sitting there, I had the weight of the world on my shoulders, and I sat with my back to the room, hunched, brooding over my ale, feeling as though they were all talking about me, like they were all saying, "There's Edward Kenway, who can't provide for his wife." (Bowden, 2013, p. 44)*

The quotation above shows that Edward Kenway is sad due to overthinking about what people saying to him as a husband who cannot provide her wife. Edward Kenway is much poorer than Caroline Scott yet he still desperate to marry Caroline who comes from different classes and bring her to her new home. As a result of his sadness, he visits the inns and get himself an alcohol due to his grief for he feels like a failure man for his woman.

The third affectual action is also dominated by the feeling of sadness in Edward Kenway's character. It is happened after he got a mail by his mother very far from where he is now. His mother is in Bristol while Edward is in Nassau. It can be seen in the quotation below.

*Yes, I've since worked out I drank to drown my discontent, but that's the thing with drinking, you often don't know why at the time. You don't realize that the drinking is a symptom, not a cure. So I sat and watched as Nassau fell to rack and ruin, and being so drunk, I forgot to feel disgusted about it. Instead I spent day after day at the same table of The Old Avery, either staring at my filched picture of The Observatory or attempting to etch out a letter to Mother or to Caroline. Thinking of Father. Wondering if the fire at the farmhouse had hastened his death. Wondering if I was to blame for that too and knowing the answer was the reason why my letters to Mother ended up crumpled bits of paper on the floor of the terrace. (Bowden, 2013, p. 213)*

After receive the mail from his mother about the death of his father, he started to wonder if it was his fault or no ever since he left to sail as a privateer but ended up as a pirate. It is also mentioned that his mother knows about his reputation in the sea. Not only that, this was happen after he failed to caught Roberts as he succeeded to run away from Edward. Later, he let himself get drunk over and over due to his sadness because of dissatisfaction for cannot get his target and also blaming himself for what happened in his home. The data above is an effective action because Edward vent his emotions by drink the alcohol

The fourth form of affectual action of Edward Kenway which dominated by a feeling of rejoice reflected at the time he was with Charles Vane in the middle of the sea. It happens when they are betrayed by Calico Jack Rackham, Charles Vane's quartermaster, and the whole Jackdaw, Edward Kenway's ship, is taken over by him. Later, Edward Kenway and Charles Vane are in the wrecked ship.

*How we didn't kill each other during that time, I'll never know, but, by God, we were glad to see land. We hooted with pleasure, clasped each other, jumped up and down. We launched a yawl from the stricken Ranger, and as night fell we rowed ashore, then collapsed on the beach, exhausted but ecstatic that after a month drifting at sea we would finally found land. (Bowden, 2013, pp. 233-234)*

From the quotation above, it shows that they are in the wrecked ship for around a month, Edward Kenway and Charles Vane are floating in the ocean and they are surviving because Calico Jack Rackham left the food stock for them. From the narration above, being in the middle of the sea is driving them crazy but they manage to remain alive. Once they see there is a land in their eyes, they are so happy that both of Edward Kenway and Charles Vane even celebrate it by hugging each other and jump up and down. The action which Edward Kenway take in the data above is classified as affectual since it is driven by the feel of happiness, specifically rejoice, because in the end, they can see the land after a long time in the blue with a wrecked ship.

Another form of affectual action explains the feeling of anger in Edward Kenway after found an island and Charles Vane went insane as he keeps stealing Edward's sea catch. Later, Edward sick of Charles Vane's behavior.

*When I had him down I pummelled him, then I caught myself and stopped. I stood, breathing heavily, with blood dripping from my fists. Below me on the ground, Charles Vane. This unkempt, hermit-looking man—and, of course, I stank myself, but I wasn't as bad as him. I could smell the shit I saw dried on his thighs as he half-rolled on the ground and spat out a tooth on a thin string of saliva, chuckling to himself. Chuckling to himself like a madman. (Bowden, 2013, pp. 236-237)*

The quotation above reflected the anger of Edward Kenway for he already sick of Charles Vane who went insane as he is not able to cooperate with Edward and, instead, keep stealing what Edward catch. Edward decided to solve the problem with his fist to Charles Vane and then left him once he saw a fisherman's boat. The data described what Edward Kenway feels toward Charles Vane who is already mad, by beating him and abandoning him.

The sixth affectual action by Edward Kenway is to Anne Bonnie, a beautiful pirate. Edward Kenway slowly develops a feeling toward her although he already had a wife waiting for her.

*Just then we heard a cry from afar, a ship sailing into the cove. We looked at one another, both of us knowing what the arrival of the ship meant—a new life for me, a new life for her. I loved her in my own way, and I think she loved me, but the time had come to part, and we did it with a kiss. (Bowden, 2013, p. 322)*

The quotation above described what Edward feels toward Anne Bonnie in which he said that he loved Anne after a long time they are being together in the same ship. Edward also did the farewell kiss to Anne at the time he is about to go home. The affectual action which Edward Kenway takes is dominated by the affection to Anne Bonnie.

The last affectual actions in which Edward Kenway is happen at the time he visits his mother in her workplace. It can be seen in the quotation below:

*I left, and when, on the journey back to my boarding-house in Bristol, I realized my cheeks were wet, I allowed myself to cry, grateful for one thing at least. Grateful that there was nobody around to see my tears or hear my wails of grief.* (Bowden, 2013, p. 328)

After many years in the sea, a son would expect of a joy in their mother face once they return home. However, instead of getting a warm hug, Edward gets a rejection from his own mother and even no longer considered as her child due to his past crimes in the sea as a pirate. Later, Edward cries over what happen to him. Edward Kenway's action for crying is classified as affectual action which carried out under the feelings of sadness.

### **Traditional Action**

Traditional action is the action which an individual takes due to the custom, tradition, culture, and norms that prevailing in society. This form of action is irrational because a person not rationally think when they are doing something since they just follow what is inherited from time immemorial.

The first traditional action of Edward Kenway is when he fights against Blaney. The reason of their duel is to the tradition that said if one has a trouble to others, they should solve it with duel. It is reflected in the following quotation:

*So let's give it to them. I brought my own fists up and what I thought about was how Blaney had been a huge pain in the arse from the moment I had set foot on board. Nobody else. Just him. This thick-as-pigshit cretin. All my time on ship I'd spent dodging Blaney and wondering why he hated me because I wasn't snot-nosed and arrogant then, not like I'd been back home. Life on board had tamed that side of me. I dare say I'd grown up a bit. What I'm saying is, he had no real reason to hate me.* (Bowden, 2013, p. 95)

Since the first day of become a privateer, Edward got one who hate him because of misunderstanding and his name is Blaney. Edward always ignored Blaney for what he did to him. However, there is the times when Blaney crossed the line and it is when he betrayed the ship. Edward later duel with Blaney to solve the problem like the tradition of the sailor said. The action in which Edward takes is traditional since it comes from the habit of the sailor not from his rational consideration.

The second traditional action of Edward Kenway is when he takes a vote to his crew about taking a ship. It is reflected in the following quotation.

*"Gentlemen! As is custom among our kind, we do not plunge headlong into folly on the orders of a single madman, but act according to our own collective madness!"*  
*They roared with laughter.*  
*"The object of our attention is a square-rigged galleon, and we want her for the advantage she'll bring Nassau. So I'll put it to the vote . . . All those in favour of storming this cove and taking the ship, stomp and shout Aye!"* (Bowden, 2013, p. 173)

The quotation above described the tradition of pirate that they will take a vote before taking an action like a democracy system. At this moment, Edward Kenway is about to take a galleon for Nassau port as a defense. Before he takes that big ship, he asks for the voice of his own crew whether they agree or disagree about this. It is clearly obvious that what Edward Kenway do is classified as a traditional action.



## CONCLUSION & SUGGESTION

This research is applying sociological theory of social action by Max Weber in the main character of *Assassin's Creed Black Flag* (2013) namely Edward James Kenway as for the object of study. Maximillian Weber. In this theory, Max Weber divide the form of social action into four types in two groups: rational and irrational. It is called rational because it comes from rational consideration while irrational is not as it is from a habit or emotion. The first one consists of instrumental rational action, and value rational action, while the second consist of affectual action, and traditional action.

The form of social action in Edward Kenway's character itself is dominant in instrumental rational action. As for the detail, there are ten instrumental rational action of Edward Kenway, four value rational action which all of them are from moral value and happen when he was young, eight affectual actions, and only two traditional actions which can be found when Edward Kenway is already in the sea as a privateer and pirate.

Since the affectual action, which the action that carried out by the emotion, is the second largest number in this research, researcher suggest to apply psychological approach for future research in the same object to analyze the main character. Another suggestion is analyzing the object by using ecranisation theory from Pamusuk Eneste.

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