

ABSTRACT

In Orhan Pamuk's *The Museum of Innocence*, the write tries to analyse New Criticism on it. This study focuses on one of major male characters, Kemal. In the beginning, his attitude and behaviour reveal his weak minded and hesitation which later form determination and strong willing, which is realized a structure of great intention result in wonderful achievement. To support the analysis to become more obvious, the writer also adds about setting and the theme of this novel in a further explanation.

New Criticism is an understanding that distinctly formalist in character. It stresses close attention to the internal characteristics of the text itself, and it discourages the use of external evidence to explain the work. The method of New Criticism is foremost a close reading, concentrating on such formal aspects as rhythm, meter, theme, imagery, metaphor, etc.

Kemal's character in *The Museum of Innocence* interesting and quite unusual because he may become a weak-minded person in the beginning who cannot decide the women who'll he married. However, after realizing his lost and making up his mind about which one is more important, he become strong willed and determined to fulfil his dream.

Keywords: *New Criticism, Museum, Motivation, Setting, Theme.*