

# CHAPTER I

## INTRODUCTION

In introduction chapter, the researcher describe some explanations compiled from the sub-chapter related to the process of conducting research. These explanations consist of the findings of researcher in the form of data and knowledge by researcher regarding the phenomenon of data that has been found, research questions, research objectives, the significance of research and some of previous rstudy or research that has relevance in the discussion with research that will be discussed in this research.

### 1.1 Background of Research

The phenomenon of the transformation of literary work to other works found in some aspect of life, it should be considered carefully. The development of transformation from a work to other works should be accompanied by activities to analyze this phenomenon, especially phenomena that are transformed into various kinds of other works. Some examples of the phenomenon of transformation such as making a movie from a short story or vice versa, making a movie from a novel or vice versa, making music from poetry or vice versa, and other transfer activities. Likewise, the object analyzed in this study is the fragment of *La La Land* movie scenario which was used as a tote bag design.

In fact, the media currently available is a field for them to appreciate literature as creatively as possible and be more useful. According to Damono (2012) “*alih wahana mencangkup kegiatan penerjemahan, penyaduran, dan pemindahan dari satu jenis kesenian ke jenis kesenian lain.*” From Damono's opinion was translated that transformation is translation activities, adaptations, and transfers from one type of art to another. Literary works in the form of written work could not only be translated, that is, from one language to another, but also translated, which is transformed into another type of art. Futhermore that the

circulation of the creation of one work caused by other works always continues and interrelated. From the activity of transformation, various kinds of works will be created by applying some work in other forms without removing the form from the source work. Media that is the material for realizing source works can attract attention. As in this research, researcher actually knew the *La La Land* movie from a tote bag product with a piece of *La La Land* movie scenario design. From the product findings, the researcher became curious about what *La La Land* movie was like.

Transformation cannot be separated from the media. It is very possible if the media found around the human environment are used by humans to put all ideas in their minds to make works or other artificial products. It is the same with artsy and literary activities. Art and literature is creative activities for creating a masterpiece or work with the different object of each study. The object of the study of literature with language produce literary works such as poems, prose and plays. To appreciate a literary work, humans have many ways, namely by using the media. Like in appreciating a poem; appreciate poetry by reciting poetry, appreciating poetry by making it a song and appreciating poetry by making it a drama stage. From several examples of this form of appreciation, there are two types of works that are applied simultaneously. While the art with particular objects, for example art design which features several pattern or motif on an object. In addition, the results of that work always presents its own aesthetic values.

Literary works with structured objects inside, contain certain roles that can be developed. Ingarden argued "*karya sastra mempunyai struktur objektif, yang tidak terikat pada tanggapan pembaca dan nilai estetik tidak tergantung pada norma-norma estetik pembaca yang terikat pada masanya*" (Teeuw, 2017). According to Ingarden revealed above, literary works have an objective structure, which is not bound to the reader's response and aesthetic values are not dependent on the aesthetic norms of the reader who are bound to his time. The response considers the reader does not have the right to interpret his vision or reading it in a literary work, because according to Ingarden above objects in literary works that

are different from other work objects are considered as a barrier to the emergence of aesthetic values. then objects in art are considered not to be equated with objects contained in literary works. Time factor that continues to change the objects contained in each work, it also keeps changing and is considered irrelevant if it is reviewed in the future. In other words, the reader only focuses on the form or structure contained in a literary work or other artwork.

According to Ibsch "*pembaca sastra harus mencurahkan perhatian yang jauh lebih besar pada karya sastra daripada yang perlu untuk komunikasi bahasa sehari-hari, yang sebagian besar otomatis*" (Teeuw, 2017). The Ibsch argument is translated that literary readers must devote far more attention to literary works than those necessary for everyday language communication, which are mostly automatic. Literary works are considered to have only one point of view or one focus of discussion. It is forms of a literary work. Activities or forms of human interaction found in society are considered not to have a dominant role in creating a work. it could be, because a work was only created by one of the community groups. The general public does not have the important right to interfere in creating the work. The impression contained in a literary work also becomes static and stagnant. The phenomenon of things like this continues to be a very important topic of discussion to continue to be criticized and considered deeply by critics and theorists. The presumption of literature is only independent without any background in all aspects of people's lives considered irrelevant to the implied message contained in a literary work. Basically the subjective of nature also contained in a literary work is considered to provide benefits and passion to the reader or audience even authors. In addition, the basis of the subjective nature of artists, writers and readers or viewers is also influential in giving meaning to a literary work and determining the work is useful in society.

Moreover, in a work there is an aesthetic value in terms of interaction or communication from the creator of the work to the reader of the work. Equally with communication or interactions that occur in daily activities, the interactions contained in a work produce many interpretations and understandings that are different from other readers. This kind becomes an aesthetic in a work. Teeuw

(2017) argued “*nilai estetik adalah sesuatu yang lahir dari tegangan antara pembaca dan karya; tergantung pada aktivitas pembaca selaku pemberi arti.*” This opinion can be translated, that aesthetic value is something that is born between the readers and the work; Depending on the reader's activity as the giver of the meaning. Thus, the role of the reader of a work becomes the main support for the development of a work. Human nature, which sometimes has a high desire after seeing and reading a work, produces various kinds of interpretations and has the desire to realize the results of interpretation. one way is to apply it into a media.

However, the problem of interpretation of literary works and the relationship between the intent of the work and the intention of the author, social circumstances, as well as the role of the reader in the changing situation. It becomes the subject of the literary expert to discuss it further. This continues to attract interest at a broader level of theory and continues to develop of creative activity along with the conditions of society. Wolff (1981) opined that the author must be seen as constructed by social and ideological factors-and moreover, constantly re-constructed in this way-rather than as an entity above these factors, developing by some internal logic of its own. From this quote, it can be said that it is very possible if the social and ideological aspects are implied in a work. This also indicates that social factors with all dynamics have a relationship with the spread of a work in the community and encourage other authors or creators to create new works with new nuances. The circulation continues and can be practiced without stopping and is considered to determine the development of human social life and science.

As the creation of a tote bag design in the form of a *La La Land* movie scenario fragment resulted from transformation. Transformation as the result of readers' efforts in finding and discovering the essential value of literary works through systematic understanding and interpretation which could be expressed in written form or other form. The broader forms of literary appreciation in various media indicate that there must be more attention. It is very important for literature researcher or literature student to know the literary phenomena that are developing

at this time. The *La La Land* movie which was produced from the writing of the scenarios and tote bag design resulted from several facts regarding the success of the *La La Land* movie in obtaining some award meanwhile that the scenario fragments from the movie by tote bag producer ZLD.SYR made it a design.

From the results of the interpretation and understanding of a work it encourages the desire of each individual who reads a work to make a work that comes from the work he has understood. Some experiments in a work that has no definite limitations without provisions with the rule make each individual human being continue to develop the results of they mind to make a work, that is not only useful for himself but beneficial for other communities. The existence of tote bag as a lifestyle product continues to adjust the people who need it. Not only does it do some evolution in terms of its shape but it also makes evolution in terms of attracting attention. From many tote bag producers currently, they continue to experiment in making an image design that is applied to the tote bag that has been produced. As contained in the phenomenon of the object analysis to be analyzed. The researcher considers that the object analysis could be considered unique and a new phenomenon, that one of the design applied to tote bag produced by ZLD.SYR.

In the process of finding the work product, the researcher found it on an Instagram account that featured several product items in the form of tote bag. The product is displayed in one of the posts account's feed to be traded. This indicates that the work has also circulated with social aspects of human needs and entered the economic sphere. Wolff (1981) revealed the practices of literary and art criticism are also subject to sociological analysis, and can therefore be located specific ideological conditions and social institutions, the matter of greatness descends rather more into the reach of analytical understanding. The sociology of each branch of science, as well as the sociology found in the scope of art and literature there are similarities with sociology in general. Because the purpose of sociology is to know the ideology contained in the product or work and reveal all the problems that occur in the community. therefore, it requires some data from creators to develop creator ideological flow to the social realm and find out the

ideological influence in the social sphere. The role of the author or creator can be a determinant to know all the backgrounds of the creation of a work to be used by the community. Because, basically the author or creator as a social creature and doing social interactions cannot be eliminated from social problems and works created to be used by the community.

Hadjinicolaou considers that one of the major obstacles to the proper understanding and analysis of art has been the view of art history as the history of artist (Wolff, 1981). This opinion explains that the expression of creators or authors has a big influence in determining the frame of mind for creating a work. This makes the social background and social goals created by a work not too important to express. Because there may be an assumption that creators or authors as social creatures can express directly social values when arguing about the work created. In fact, it is considered that the author and creator cannot apply the social realm in a work. The work is only a form of expression that is poured from the realm of ideas into more real objects. Longinus adds passion and emotion which is the absolute and most important requirement for creating great works (Teeuw, 2017). (*passion dan emotion-lah yang merupakan syarat mutlak dan paling penting untuk menciptakan karya yang agung*).

Furthermore, there needs to be deeper and more specific observations. Because social facts in general are considered unable to directly reveal the ideological conditions contained in a work. It seems very important, to break down the ideology of a work and find out how far the work lives in the social sphere. One of the various social aspects, namely economic factors. Because at this time, economic factors can be a foundation for someone to work and survive. Thus, knowing the social and economic situation in the community must also be considered carefully until that the work can be accepted and benefits the community. Social and economic conditions can be seen from cultural products that are being used by the public, with various kinds of background factors for the products produced.

Marx argued ideology as a “superstructure” of which the concurrent socioeconomic system is the “base” (Abrams, 1999). The quote explains that an

ideology for creating a work is very important. Because it could be that in an ideology there are social and economic factors that will influence the cultural development of a society. To realize this ideology, authors and creators conducted a kind of experiment in various ways, which according to them the products or works they produce can be well received by the community later. Abrams added involving history of humanity, of its social groupings and relations, of its institutions, and of its ways of thinking are largely determined by the changing mode of its “material production” that is, of its overall economic organization for producing and distributing material goods (Abrams, 1999).

Researcher considers that tote bag producer making new breakthroughs in their work. On the one hand, tote bag producers are able to develop image designs to attract attention and be able to produce new objects analysis in terms of literature. The design of the images presented is in a fragment of the *La La Land* movie. The movie which has been categorized into popular literature turned out to be able to make the *La La Land* audience or viewers understand the facts and needs of the surrounding community. The producers point of view understands the facts of the *La La Land* movie is able to steal the attention of the general public as evidenced by several awards obtained by the *La La Land* movie.

*La La Land* movie is a movie written and directed by Academy Award nominee Damien Chazelle. *La La Land* movie tells the story of Mia an aspiring actresses, and Sebastian a dedicated jazz musician, who are struggling to make ends meet in a city know for crushing hopes and breaking hearts. Set in modern day Los Angeles. This original musical about everyday life explores the joy and pain of pursuing your dreams.

The existence of the *La La Land* movie as one of the popular literary works raises several impacts, one of which is influencing the products of today's popular culture. ZLD.SYR as a tote bag producer utilizes the facts found in the community and the awards that have been obtained by the *La La Land* movie as an attraction to apply the fragments of the *La La Land* movie scenario as a tote bag image design. With that fact rised various impressions a fragment of the *La La Land* movie scenario as design tote bag. Besides creating a unique impression

also appears the impression to be more stylish with a lifestyle that follows the current time. This behavior also indicates that people who use tote bag with the design follow the lifestyle and development of works that already exist and considered to follow the current time or pop culture.

### **1.2 Statement of the Problem**

There are one tote bag design that consider very creative, produced from the ZLD.SYR home-based tote bag producers. That is to make the *La La Land* fragment movie scenario as a design on a tote bag. This makes that tote bag with the design of the fragment movie scenario not only being more stylish and creative, also the increasingly diverse objects of literary study because it also proses of aesthetic.

Therefore, the following question are necessary to carry out:

1. What are the use values of the *La La Land* movie scenario transformed into a tote bag design for team creator?
2. What are the exchange values of the *La La Land* movie scenario transformed into a tote bag design for team creator?

### **1.3 Research Objective**

The objective in this research to find out:

1. To find out use values of the *La La Land* movie scenario that is transformed into a tote bag design for team creator.
2. To find out exchange values of the *La La Land* movie scenario that is transformed into a tote bag design for team creator.

### **1.4 Research Significances**

The development of literary works and the application of literature in several media in each era has become increasingly popular and interesting to analyze. Literary works are considered to have an important role in influencing people's lives from various factors. Like social and economic factors. Literary works are able to act as a source of inspiration in creating other works, as a reflection of people's lives in real life or as a means of educating the public about



the social conditions found in society. These diverse roles need to be reviewed more deeply and more carefully. Because, this can be considered to be an important factor to influence the culture and way of society thinking.

As in this study, researcher found a phenomenon that was considered interesting to be discussed and known more deeply for the creation of a tote bag with the design of a fragment of the *La La Land* movie. The movie is one of the most modern literary products nowadays, until it is considered a popular literary work that is quite easy to be accepted and consumed by several layers of society. When the process of acceptance and consumption also occurs the aesthetic process of a work that produces various kinds of interpretations and responses. The emergence of various interpretations and responses was utilized in various ways as well. ZLD. SYR as one of the tote bag producers in Indonesia utilizes the interpretation or response of a popular literary work by applying it to popular culture in the community. This indicates that there is an ideology of creators or authors who need to know more deeply.

### **1.5 Previous Studies**

To make it simplify the process of research, the author also presents several previous studies from several sources. These sources are in the form of some thesis and journal that discuss the application of aesthetic theory, transformation of work and ideology. Some of these sources were prioritized by the authors and did not look for several research sources that discussed the same object of study as in the object of artwork in this research, because the object of work in this study could be considered new object of analysis.

The first source of previous study is a essay on from Humboldt (Adams, 1991) entitled *Essay on Aesthetics* however incomprehensible the art process, however certainly there is something which the artist himself does not understand and the critic can never utter, this much is known: the artist begins by transforming something real into an image. But he soon finds out that this cannot be done except by a sort of living communication., by somehow letting an electric spark of his imagination leap over to the imagination of others, and this not

directly but through the mediation of an object into which he breathes his own living soul.

The second source of previous study is an essay by Sharpe (2015) entitled *The Aesthetics of Ideology, or 'The Critique of Ideological Judgement' in Eagleton and Zizek*. In that essay explaining the understanding of ideology and criticism of ideology has been widely discussed by various groups and other spheres. Ideology or criticism of ideology involves two or more than two scope. In understanding it too, ideology or criticism of ideology has been carried out in various ways. This is done, to find out the results of ideological understanding or criticism of ideology can be understood easily and structured. In essay's Sharpe examining works derived from two contemporary theoretical works which are considered the category of theory. After being tested in various structured ways and involving several other scopes, Sharpe found an indication of the development of understanding of aesthetic theory and Kant's third Critique. It was also pointed out by Sharpe in connection with earlier theories from Plato who talked about aesthetics and political intersection. Thus it can be said, the understanding of aesthetic theory continues to be developed by several parties by applying several phenomena that exist in the community, testing them by linking several other spheres in a structured and ideological manner that can be relevant to the conditions that are occurring and become the relay of further developmental theories. The aesthetic role of ideological theory and criticism of ideology becomes central, because from that the work in society can be understood by its existence and understood its boundaries.

The third source of previous study is a journal from Fitriyanto (2018) entitled *Persepsi Dalam Transformasi Karya Sastra: Studi Penggunaan Puisi Bunga Tembok Oleh Kelompok Musik Merah Bercerita*. The journal explains how the *Merah Bercerita* music group in performing songs, the song lyrics are sourced from a poem by Wiji Thukul entitled *Bunga dan Tembok*. Some of the journal explanations reveal that the phenomenon of transforming works from poetry into songs can make the two types of work more powerful in conveying the message contained in a poem. In other words, these two types of works can be muted and

collaborate with each other in bringing atmosphere and meaning to the audience. Besides that, there are things that need to be considered in the process of transforming works, namely sensation (sensing), attention and interpretation. Sensing is knowing and understanding the work structurally or the shape of the two works by utilizing the senses that are owned such as the sense of hearing, sight and feeling. then, attention, the intention of attention is to find out and examine in detail the meaning and message of a work that will be transformed. Meanwhile, the interpretation applies the results of sensing and attention to a media transformation.

The fourth source of previous study is a thesis from Insani (2012) entitled *Language Adaption from Novel into Comic (Graphic Novels): Comparative Language Between Novel and Graphic Novel Maximum Ride*. In her thesis Insani explain deeply about the language adaption when transposed into the medium of comic book that has not only use the verbal language for telling story, but also it uses the visual language ( picture) for telling the story. Also it was found that there are three different aspects that has changed language adaption from novel into comic consisting of plot, characterization, and setting. The theory used, however, comprises to semiotics theory in intertextuality as adaption. In conclusion, Insani result that the use of language adaption in comic (graphic novel) *Maximum Ride* obeys and depends on the verbal languages used in novel *Maximum Ride* because there has found the conformity of the story. It also means that the picture as visual language in comic ( graphic novel) can represents many words in novel.

The fifth source of previous study is a thesis from Latifah (2015) entitled *The Sign in the Book Covers of Ernest Hemingway's Novel*. In that thesis, Insani describe the important thing to get reader's interest is cover. To do so cover uses many variations of pictures and colors. The pictres help highlight the words on the cover. The researh is to analyze book covers of Ernest Hemingway's novel. There are two object research: to know the signs on the covers of American novels by Ernest Hemingway and to know the meanings of the signs on the covers of the novel. To analyze the data, the researcher focuses to search sign in the contents of

cover. It is applied by using qualitative descriptive method. To analyze the data, Latifah employs two ways. First is by describing the signs in the cover of the novels and second by interpreting the signs relation in the cover. Data were analyzed by the process of researcher interpretation to get the meanings of signs, in this case book cover as visual design art.

