

CHAPTER I

INTRODUCTION

1.1. Background of the Research

Popular Literature can be founded anywhere and anytime in this present time commonly. These are not only for High Society's or Academic's consumptions, but the mass can also read it, even the common or poor people. Before, reading literary for people are some difficult task since the odd language or the criteria in the literature that is hard to be understood. But with the upcoming some changes which following the culture in the society, some of the works in literature also change, and called as the Popular Literature. Popular Literature itself is meant as a written text that is acceptable and consumable to the mass society (Adi, 2011:24). Media film and television also bulks a large part in varying Popular Fiction. Many of films or Serial is produced mass-continuously, though the creating of it is not only for its artistic but also for mass needs. As Mintz (1983) says that Popular Literary product is reckon on those whom are involved in the process of its creation those whom are using it so that the motive and its function is more valuable than its aesthetic. Nevertheless, the creation of popular literature is not only for mere mass-consuming, but there are some hidden purpose underlying it. So then the analyzing and critic towards popular literature is in need.

As for theory of literary critic, there are many of them including the structuralize one. And as we know that literature is consisted of language and language is brought as a whole unity from the point of view structuralist

(Taghizadeh, 2013). Then seeing the literature as a whole is a part of structuralism critic in literary works. From the structuralist point of view, literary works is consisted of intrinsic aspects which made it as a whole unity. Intrinsic aspects are plot of story, character and characterization, background or setting of story, and the theme of story. So then, analyzing some characters in the story can make the analysis as the structuralism analysis. It is therefore, the analysis in this research will conduct the structuralism method.

The present of characters in the literary works or Popular Literature's works is a crucial thing. This is implying the story unable to proceed without the character which plays the role in the story (Adi, 2011: 47). The characters can be describes as anything, can be described as an animal; a human; or even a tree. The experiences in the story are based on the factual thing which happened to the characters. Reader or consumer is following the story through these acts of character. Characterizations in the story also help the reader in understanding the story.

The researcher is concerned with the characterization in the movie which is shown some characters' characterization that will change. This is due to the fact that people, most of them are students, can learn literary theory through media of film (Muller, 2006). And this fact also caused the change of teachers' way of teaching on literature by using film as teaching media. Although the researcher's interest is laid on the main characters of the film, he still interested in analyzing the characters' characterization changing and its factor. He chose the changing characterization due to the various

characterizations that can be found in movies and literary works in the present. Some of them are the result of convention, like the changing characterization of Maleficent in the movie of *Maleficent* (2014) which is way different from the original character in the story of *Sleeping Beauty* from Christian Anderson as the antagonist character. While analyzing the changing character of main characters in the object of his research, the researcher is choosing film as the media in analyzing the problem of the research. This way, he can find the way of characterization each main character through the motion picture as film.

Dr. Seuss: The Lorax (2012) is an adaption movie of Dr. Seuss' book story by the producer Chris Renaud and Kyle Balda. It is a film with animation genre that tells about the city which made of plastic with no trees. In the film itself there are many values of loving the nature. Dr. Seuss is a famous American writer, poets, and cartoonist with the pen-name Dr. Seuss or Theo LeSieg, Rosetta Stone. His real name is Seuss Geisel, and *The Lorax* is one of the works that is written by him. This is being adapted to be an animation film as his birthday celebration.

The researcher choose movie *Dr. Seuss: The Lorax* as the object of character analyzing is because the complex characterization of the characters, the main character particularly, when they are faced with some facts of the environment they lived in the story. He found that some of the acts of the characters is represents the human traits in the real life. He also finds that the characters' traits change is interesting to be analyzed. So then in analyzing the matter, the researcher will use the theory of character's characterization.

In his analysis, the researcher is limit his research on the characterization's changing of the main characters and the reason of it. This topic is needed to be researched by the characterization's theory and the analyzing some incidents in the film which engender the main character's characterization changing.

This research is also associated with some previous studies about the characterization on some works, as the analysis of Fransiscus Xaverius Hardanta with the title *Penokohan dalam novel 'Pertemuan Dua Hati' Karya NH. Dini dan Kemungkinannya sebagai Bahan Dasar Mengajar di SMA/MA* (2008) about the possibility of the novel *Pertemuan Dua Hati* by NH.Dini being the material to teach in the High School or Islamic High School after being analyzed through the characterization of the characters in it. This research is analyzing characteristic which is owned by main character in the story *Pertemuan Dua Hati* by NH. Dini. This analysis is leading to the categorization and recognition of good characteristic to the student of Islamic High School specifically and to the society in general.

While the other previous study which is referred by the researcher is *An Analysis Marxism Alienation in The Lorax Movie* (2014) by Fajar Amrulloh Ahmad about the alienation and capitalism analysis in the Film *The Lorax* (2012). This research is shown that some production in the society was made through alienation of some groups in the society itself. This problem is related to some theory about Marxism in the society. The introduction of

Marxism alienation is shown from some of incidents in the movie *The Lorax* (2012).

Other research about characterization is the one that is written by Emi Witanti with the title of thesis *Analisis Karakter Nyai Dasima sebagai Potret Perempuan Betawi Zaman Kolonial Belanda* (2014) which telling about the characters of a woman whom is labeled as the whole portrait Betawi women in the colonial age in Indonesia. By seeing the characterization of *Nyai Dasima* through the social problem, such as colonialism, mentally and physically, the Emi Witanti was trying to label the portrait of *Betawi* woman in the age of colonialism.

This research is similar with one of the previous study of Fajar Amrulloh's, although the similarity is in the object. While the study of the research is resemble with the last two previous studies, which is about characterization. Those similarities are needed by the researcher to enlighten in analyzing the characterization in the film *Dr. Seuss: The Lorax* and researching the problem of its changing.

1.2. Research Questions

To Analyze the of "*Dr. Seuss: The Lorax*", the researcher finds some problems of the research as:

- 1.2.1. What are the features of main characters in Film *Dr. Seuss: The Lorax*?
- 1.2.2. What makes the characterization of the main characters changes in Film *Dr. Seuss: The Lorax*?

1.3. Research Objectives

The objectives of this research are to know:

- 1.3.1. To know the features of main character in the Film of *Dr. Seuss: The Lorax* and the one fit by those feature.
- 1.3.2. The changes of characterization by the theory of characterization.

1.4. Research Significances

As for the significances of the research are as follows:

- 1.4.1. Academically, the researcher can mediate the critics of literary works to the readers.
- 1.4.2. And practically, the research itself is expected as an asset in improving the competence of research, writing, and science.

1.5. Problem Limitation

In his analysis, the researcher is limit his research on the characterization's changing of the main characters and the reason of it. This topic is needed to be researched by the characterization's theory and the analyzing some incidents in the movie script which engender the main character's characterization changing.

1.6. Definition of Key Terms

In his research, there are some of the words turned up as the key term of the research. They are as follows:

- Main: As an adjective which is mean *chief, principal* (Merriam Webster, 2017).
- Character: An adjective which mean an image of some quality of people in the society (Merriam Webster, 2017). While in the literary term it is known as one of the intrinsic which sign or portraying and describing a man or people. And Terry Eagleton (1943) said that the term of 'character' is to show individual mental and moral qualities.
- Changing: A verb that is meant to make a shift from one to other or to witch from one thing to other (Merriam Webster, 2017)
- Traits: A distinguishing quality of personal character; an inherited characteristic (Merriam Webster, 2017)
- Nature: The external world in its entirety; natural scenery (Merriam Webster, 2017).
- Characterization: The act of characterizing; the artistic representation in fiction or drama of human character or motives (Merriam Webster, 2017). In Nurgiyantoro (1995), Jones states that it is a way of portraying or imaging of a character in a story.