CHAPTER I
INTRODUCTION

This chapter presents the introduction of the research which consists of background, statement of the problem, research objectives, research significances, definition of key terms, and organization of writing.

1.1 Background of Problem

Popular culture as part of mass culture has experienced rapid movements in the early 20th century. One product of popular culture exists in the field of literature which is then commonly called popular literature which also experienced rapid development including the development of genres and formulas. According to Ida Rochani Adi (2011: 19) "if popular literature can reflect everyday life" it can be said that ordinary people can be indicators of popular literary poverty. More detail that can be used by popular literature is writing that is accepted by many people. Popular literature is popularly translated as popular literature, if in English the word literary can be used to highlight, both for high writing with high literature, elite literature, or cannons or popular writing called popular literature. Cawelti categorizes popular literature based on age readers (popular literary children, popular literature on adolescents, and popular literary adults), gender readers (popular literature for men and women), and issues described (popular literary detectives, adventure, drama, gothic, romance, and gothic romance).

In romance, there is a formula that makes the story referred to as the romance genre. This can be referred to as the romance genre if plot and character exist. Here are some plot examples and characters like men meet women, men and women have misunderstood, boys get the girl and happy ends. This general plot pattern does not

have to be of a particular culture or period (Cawelti, 1976: 6). The story can be called romance if there is a formula used in the story. When the plot starts with the first meeting of the main characters, they love each other, face and fight obstacles, then happily forever. The plots can be classified into the romance genre.

In Romance Fiction: A Guide to the Genre, (Kristin Ramsdell, in Joyce G p 144) Romance as a love story in which the central focus is on the develop- ment and satisfactory resolution of the love relationship between the two main characters, written in such a way as to provide the reader with some degree of vicarious emotional participation in the courtship process. Romance is usually described with love, affection and feelings of two couples who love each other. Favorite romances may stress the importance of such tenderness in men, but because they indicate that their reserved and cruel heroes are, in truth, compassionate and kind individuals from the start, they only pretend to explore creatively the way to ideal male-female relationship (Smithton , in Radway p 129). Romance is always associated with women and men and therefore most romance tells about love between men and women and has the desire to always be together but many obstacles.

The formula is like the type of popular story that determines what kind of literature is the story (Cawelti, in Ida p. 209). Popular literature can be classified into five main moral fantasies, there are an adventure, mystery, romance, melodrama, and alien beings (Cawelti, 1976: 39). Roman fiction is one of the popular literary genres that has received many positive responses on the market and academic discussions.

Formulas are products of culture and in turn may have some kind of influence on culture because they become conventional ways of representing and connecting certain images, symbols, themes, and myths; the process through which formulas develop, change, and give way to other formulas is a kind of cultural evolution by survival through the selection of audiences. (Cawelti, 1976: 20). Processes that develop, change, and separate from other formulas are a kind of cultural evolution with salvation through the selection of readers or audiences. The formula is a pattern when

the reader succeeds in defining the formula that they classify as one of the works of popularity.

When it becomes a successful formula, story patterns have special interests and meanings for many people in their culture. (Cawelti,1976: 20) states that formulas are a combination or synthesis of a number of specific cultural conventions with a more universal form of story or archetype. The concept of formulas is to show conventional ways of treating certain things. Specific matters refer to the specific convention pattern of a culture in each period. Formula refers to a wider type of flow. That is, the formula refers to the type of flow that represents the type of universal story to be popular in different cultures and at different times. Thus, formulas are ways in which certain cultural themes and stereotypes are formed in more universal archetypes.

In this study the researchers discussed the romance formula in a crazy rich Asian film directed by Jhon M Chu. He was born in 1979 from Chinese immigrants and grew up in the San Francisco Bay area, Jon M. Chu developed his filmmaking skills at the University of Southern California. After making his director's debut, he continued with music-themed projects such as Justin Bieber: Never Say Never and the Extraordinary Dancer Legion web series, before getting a chance in the best-selling film like G.I. Joe Chu. 1. Revenge and Now You See Me 2. Chu then directed Crazy Rich Asians, a romantic comedy adapted from the best-selling novel that became the first contemporary Hollywood feature with all Asian players in 25 years.

Romance formula is much complex in the terms of plot, characteristics, and setting. Therefore, this research is focused on the romance formula analysis. There are several previous studies about romance formula that supported this research.

Here are some studies or research that discussed the same topic. The first is s paper conducted by Novindia Nurratnasari (2015) *The Formula Romance in John Green's The Fault in Our Stars* discusses romance formula. This thesis analyzes a

novel called The Fault in Our Star by John Green.The purpose of testing this thesis is to describe the existing formula on popular literary novels. In analyzing this thesis, the process of finding data and information that supports updates, the authors use the search method Library. The theory which is a workmanship theory is the theory of literature popular (romance) by John G. Cawelti .. The results of the analysis show that the novel it contains popular literary formulas namely heroes and characters Heroes and love story lines that build are focus and character which is likened to a hero in a romance story.

The second study is a research that *"The Ideal Formula of Romance Represented in Nicholas Sparks' The Notebook"* by Esty Diliyani Resfayanda (2017). She used the Radway's theory about the ideal formula of romance (thirteen narrative functions). Based on her research about ideal romance formula *The Notebook* can be categorized having the ideal formula of romance. It was proved by the formula of *The Notebook* is Pamela Formula and it has ten functions from thirteen Radway's ideal narrative functions.

The third is *Romance Formula pada Novel the Scarlet Letter dan film The Scarlet Letter* (2002) by Saktiningrum. The purpose of this research is to find out the functions and roles of romance formulas in novels and *The Scarlet Letter* movie, and the aim of finding similarities and differences, and also to explore the causes or backgrounds of the differences between the two different works. This research uses an intertextual approach. From this research, it can be seen that text changes occur in the process of adapting a literary work into a new form and that this is a natural one.

The fourth is *The Romance Formula in Nicholas Sparks' the Notebook Novel Aisyah* by Yunita Setiani. Diploma Thesis, UIN Sunan Gunung Djati Bandung. This research is focuses on the romance formula constructed in Nicholas Spark's *The Notebook* Novel. This research will be divided in to three research questions, they are: (1) How does the plot of Nicholas Sparks' *The Notebook* novel construct the

romance formula? (2) How do the characters of Nicholas Sparks' *The Notebook* novel construct the romance formula? (3) How is the myths constructed the romance formula in Nicholas Sparks' *The Notebook* novel?

This research uses Cawelti's (1976) theory in analyzing the romance formula that is reinforced by Radway's (1991) theory and Frye's (1971) theory in analyzing the myth. To analyze the data the writer has used the qualitative descriptive method, which has explored and descried the contents of the story in Nicholas Sparks' *The Notebook*. The application of this method of qualitative research means that the data is in generated in the form of words or sentences in the form of quotations. This method lead the writer to identified, categorized, interpreted and concluded the research datadescriptively.

The result of this research is *The Notebook* novel implements certain the plot that constructed the romance formula such as, the first between Noah and Allie, they love each other, fight for obstacles and face it, and they happily ever after. Character is the key to make the novel classify into romance genre, because it presents the characteristics of romance formula through Noah and Allie character. The myth of season is one of the important elements that constructed the romance formula. The formula that found in this novel built through the season that is summertime.

The five is Rohmawati, Dwi and , Yeny Prastiwi Ph. D (2018) *Family Conflict Reflected In Kevin Kwan's Crazy Rich Asians (2013): A Sociological Approach*. Skripsi thesis, Universitas Muhammadiyah Surakarta. This research paper has a purpose to describe an analysis family conflict reflected in Crazy Rich Asians novel. The research paper is based on sociological approach. There are two data source that researcher use namely primary data and secondary data sources. The primary data is Crazy Rich Asians novel written by Kevin Kwan 2013. The secondary data are data sources that support this research such as literary books, website, dictionary, journals, and some article related to the novel. This research is a qualitative research which is

content analysis. Data analysis was conducted by grouping data to find result and conclusion. The result of this study shows the conflict of the five major characters in the story. The novel tells about conflict in the extended family. The conflict within family are grouped into 1) family conflict between Rachel and Eleanor's family, 2) conflict between Rachel Chu and her mother (Kerry Chu), 3) conflict in Astrid's family, and 4) conflict between Cheng's family.

The six is Nantha Adhitya, Galant (2015) *The Revelation of Authorical in Kevin Kwan's Crazy Rich Asian*. S1 Thesis, Universitas Negeri Yogyakarta. This research aims to investigate the authorial ideology revealed in Kevin Kwan's Crazy Rich Asians through the class structure and class conflict reflected in the novel. To achieve the answers of the research objectives, the researcher employed Terry Eagleton's Marxist literary theory on Authorial Ideology (AuI). This research applied descriptive qualitative method using content analysis technique. The main source of this research is a novel entitled Crazy Rich Asians by Kevin Kwan, published in 2013 by Allen & Unwin. The data were some expressions used to convey the class structure and class conflict reflected in the novel in order to reveal the authorial ideology. The researcher acted as the primary instrument, whilst the data sheets functioned as the secondary instrument. The data were analyzed through six steps: identifying and organizing the data, reading and re-reading the data, categorizing the data, sorting the data into category based on the analytical construct, interrelating the data with the theory to get the findings, and interpreting the meaning of the findings. The data trustworthiness was obtained by conducting triangulation with intra-rater method and peer debriefing technique. After a careful analysis, the researcher is able to answer the research objectives. The findings are related to the class structure and class conflict reflected in the novel. There are two class structures, consisted of (1) the Youngs and Chus, and (2) the Leongs and Teos, in which the Youngs and Leongs represented the bourgeoisie, whereas the Chus and Teos act as the proletariats. The class conflicts involving each of the class structures are intra-class conflicts from the

side of the bourgeoisie. Both class conflicts are triggered by differences on ideological perspective. The outcome of these conflicts shows the socioeconomic improvement of the proletariat characters. It can be concluded that Kwan exalts the bourgeoisie, which indicates his Authorial Ideology (AuI) of capitalism.

The seven is Mirnawati Usman (2013) *Romanticism In Ann Brashares's Novel "My Name Is Memory" (A Critical Analysis)* University Of Alauddin Makassar. This thesis is a research about Romanticism in the Novel My Name is Memory by Ann Brashares using William Wordsword Perspective of the characteristics and kind of romanticism of novel. The objective of this research are (1).To describe the characteristics of romanticism in the novel My Name is Memory by Ann (2). To analyze the kind of romanticism of novel My Name is Memory by Ann Brashares. The method in this research is descriptive qualitative method, which is analyzing the form of description, not a number or coefficient of relationship between variables. The object and the source of the data of this research is the novel My Name is Memory by Ann Brashares, which is published on 2011 and consist of 48 chapters and 489 pages. While the instrument of this research is note taking. The data analysis technique in this research used the theory in accordance with the principles of data analysis technique based on the romanticism theory by William Wordsword. Based on the Romanticism of research, the writer found there are five characteristics of Romanticism in the novel "My Name is Memory". They are back to nature, romantic melancholy, individualism, sentimentalism and kind of romanticism of novel is true love. The implication of this research to give understanding on characteristics of romanticism for the reader who would like to know more about romanticism.

The differences between some previous research and this research are the object and also the problem of the research. The first research discusses the elements of the literature formula. What romance formula constructed in a crazy rich Asian movie as the object. The second research discusses to find how the conflict in crazy rich Asian

build romance formula Cawelti theory about the thirteen narrative functions. This is different because the researcher only focuses on the conflict in this movie.

Those previous studies provide a reference analysis of the pattern of the romance formula. Then, this research will focus to discuss the plot of the story and the role of the main characters that become the specialty in the romance formula. The object of the analysis is the movie. There may be a lot of works concerning the same topic. There may be not much paper that discussed as research in UIN Sunan Gunung Djati Bandung. Then, in this opportunity, the writer chooses the Crazy Rich Asian movie because this movie is a movie that has the romance genre that matches the title to be analyzed. Which can be seen from the character, plot, and conflict in the movie. as the object of the research to improve the comprehension of literature research in UIN Bandung. The writer chooses this topic to more understanding and to find out the romance formula used in the movie. By analyzing romance formula in this movie, it becomes important to find out how each of the popular fiction elements in this movie applied. Then, the author analyzes the novel to find out the romance formula using the Cawelti theory supported in Radway theory.

1.2 Statement of Problems

So that the problems discussed can be directed and towards a goal Desired, it is necessary to formulate a problem. The formulation of the problem in this study is as follows.

1. What the Conflict constructed are the formula in crazy rich Asian movie?

2. How Such Build the Narrative Structure in Crazy Rich Asian Movie to Represent the Romance Formula?

1.3 Research Objective

Based on the research above, writer focuses on Romance Formula in crazy rich Asian movie. The researchers found several question, namely:

1. To find out the Conflict constructed are the formula in crazy rich Asian movie
2. To find out Such Build the Narrative Structure in Crazy Rich Asian Movie to Represent the Romance Formula

1.4 Research Significance

After research and discussion is expected, the results of this study can be useful both theoretically and practically.

1) Theoretical Benefits

Theoretically, this research on "The Romance Formula in Crazy Rich Asians Movie (2018)" is expected to be useful for readers, especially students, teachers, and lecturers.

2) Practical Benefits

Practically, this research on "The Romance Formula in Crazy Rich Asians Movie (2018)" is expected to be understood, accepted and can benefit the community.

1.5 Definition of Key Terms

This section will be presented some definitions of key terms in this research to avoid any misunderstanding in reading this research. These terms below may have different meaning and understanding. Thus, it will give a brief explanation in order to emphasize the meaning of the term in literature. The definition in this research are:

1. Popular Literature: is a paper with various genres that are presented in a way that follows the general pattern favored by the readers.

2. Movie: Movie is a type of literary work which tells about a life of mankind through expression, action, and dialogue. It contains entertainment and intrinsic elements.

3. Formula: is the foundation where the direction of popular fiction will be delivered. So from that formula can also be dikatan as a genre that examines the elements in the popular fiction.

4. Romance: Romance often contained the elements of adventure, but the dangers function as a mean of challenging and then cementing the love of relationship

5. Hero: is the main character in a story that has high courage to defeat the antagonist. Hero is the key to the storyline that will be presented, therefore the existence of a hero is able to cause readers sympathy.

6. Conflict: is a certain event that refers to a battle between the characters that involve the main character. conflict is an important structure in the plot which is one of the main elements in a fiction.